

State of North Carolina

Department of Natural and Cultural Resources

Heritage, Outdoor Recreation, and Arts Tourism Feasibility and
Programming Plan for Jones County

Final Report

September 13, 2018

Prologue added October 10, 2018



presented by



PROLOGUE: POST-HURRICANE FLORENCE

OCTOBER 10, 2018

EFFECT OF STORM DAMAGE ON RECOMMENDATIONS

The report that follows was completed and sent to the Department of Natural and Cultural Resources on the morning of September 13, 2018. At that time, the citizens of Jones County and other parts of North and South Carolina were preparing for the arrival of Hurricane Florence.



Florence blew destructive winds, dumped feet of rain, and pushed surges of water inland, causing the Trent and White Oak Rivers to spill over their banks. As much as six feet of water filled homes and buildings, washed out roads, and decimated crops yet to be harvested.

Weeks later, county, state, and federal government workers, along with citizens and volunteers, are still assessing damage and working heroically to restore basic services, provide food and supplies, and help direct crucial aid to residents who have experienced unimaginable loss.

In the wake of this disaster, a discussion of tourism feels impertinent at best and tone-deaf at worst. Assets identified in the previously provided Phase 1 Report and in this Final Report may be beyond repair. As the [News & Observer reported](#), others may simply choose not to reopen.

If there is a sliver of a silver lining in the dark clouds of Hurricane Florence, it's that the storm damage presents an opportunity to rebuild. Resources are and will be coming to Jones County to help its communities start anew. How those resources are prioritized and used is up to local governments, businesses, and residents to decide together, for their common good. It is our sincere hope that the recommendations contained in this Final Report may be a resource during these discussions.

Hurricane Floyd ravaged Jones County in 1999. Hurricane Matthew brought more flooding in 2016. Less than two years later Hurricane Florence left its mark. Given the increased frequency of these destructive storms, it is important consider the probability of future storms impacting this area. Any investment in repairs and renovations in Jones County should account for this risk.

As an example, the cost estimates for permanent public restroom options (provided on Page 19) do not take into account structure built on stilts to keep the structures safely above flood waters; such structures would also require wheelchair ramps for compliance with the Americans with Disabilities Act. This factor may result in a more favorable view toward the use of mobile bathroom facilities (which are also discussed on Page 19) in lieu of permanent structures. These facilities could also be beneficial in storm recovery situations.

Since a key recommendation in this report involves the construction of river camping platforms along the Trent River, we checked in with other regional platform operators to see how they were affected by Hurricane Florence. The operators of the platforms on the Tar-Pamlico Water Trail did experience flooding from Florence and, at the time of this report, are making repairs. Roanoke River Partners reported no flooding, though they have endured some prior flooding that required repairs. They touted the relatively simple design of these structures contributing to their durability but indicated that flooding can accelerate normal wear and tear.

Girl on the Roof has not reassessed this Final Report for post-Florence feasibility. Hurricane Florence has not changed our fundamental analysis of Jones County's tourism potential. The plan is still to maximize existing tourism assets and develop new ones that are likely to appeal to visitors among target audience segments. The biggest factors introduced by the hurricane are timing and priorities in light of the need for urgent repairs and rebuilding. But, as noted above, the energy and resources associated with these tasks can be viewed in light of the Final Report recommendations. There is an opportunity to rebuild with a new, or revised, end in mind that could benefit Jones County for decades to come.

TABLE OF CONTENTS

Project Scope	2
Process	3
Executive Summary	4
Audience Personas	9
Maximizing Existing Assets	10
Foscue Plantation	10
Pollocksville Boat Launch	14
Brock's Mill and Pond	16
Asset Expansion and Development	18
Downtown Trenton Revitalization	18
Maysville Amenities	22
Historical & Heritage Tourism	23
Recreational & Ecological Tourism	24
Fishing	24
Cycling	24
Off Highway Vehicle (OHV)	25
Waterway Tours	26
River Platforms	31
Arts & Cultural Tourism	35
Visitor-Friendly Events	35
Arts & Culture Retail	37
Food & Beverage	37
Lodging	38
Agricultural Tourism	39
Education Programs	42
Construction Training	42
Supporting Small Businesses	42
Communications & Promotion	44
Website	44
Visitor Guide	45
Tourism-Related Review Sites	46
Social Media	46
Signage	47
Public Relations	47
Appendix A: Audience Personas	48
Appendix B: Pre-Fab Restroom/Shower	56
Appendix C: Waterway Tour Benchmarking	57
Appendix D: Captain's Licenses	60
Appendix E: About Girl on the Roof	61

PROJECT SCOPE

The North Carolina Department of Natural and Cultural Resources contracted with Girl on the Roof to conduct a Heritage, Outdoor Recreation, and Arts Tourism Feasibility and Programming Plan for rural Jones County, North Carolina.

The purposes of this project, as determined by the State, are to:

- Identify existing assets for arts, outdoor recreation, and heritage tourism opportunities in Jones County;
- Identify potential collaborations between tourism assets in Jones County, including Foscue Plantation and Department assets in neighboring Craven and Lenoir Counties that could be exploited for enhanced tourism;
- Analyze the feasibility of enhanced land and water connections for tourism purposes in Jones County, including along the Trent River and White Oak Rivers and their tributaries;
- Analyze the financial and operational feasibility of regularly scheduled land and water interpretative shuttle services; and
- Develop recommendations for the following key areas of focus needed for tourism enhancement: local government cooperation, facilities, capital and operational costs, promotion of assets and visitation, and programming opportunities, including collaborations between Jones County entities and Department assets in Lenoir and Craven Counties.

To accomplish the above objectives, Girl on the Roof proposed a 3-phased approach outlined on Page 3. This report summarizes Phase 2 (Strategy & Draft Plan), which is primarily focused on tourism asset and promotion strategies.

PROCESS

Girl on the Roof recommended a 3-phase approach to research, asset identification, pilot testing of a proposed waterway tour, and strategy development. These steps are in accordance with the Request for Proposal issued by the State of North Carolina Department of Natural and Cultural Resources dated January 19, 2018.

1

DISCOVERY (complete)

- site visits and digital photography
- brand audit and asset mapping
- benchmarking and collaboration exploration
- stakeholder interviews
- community engagement (input meetings)

2

STRATEGY & DRAFT PLAN (complete)

- pilot exercise and analysis
- asset-based tourism promotion strategy
- asset-based positioning (message development)
- audience persona development
- draft plan development
- community engagement (input meeting)

3

FINAL REPORT (complete)

EXECUTIVE SUMMARY

DEFINING TOURISM

Jones County has plenty to offer, including **outdoor beauty, rural charm, historical landmarks, and recreational activities**. Residents enthusiastically emphasize the beauty and serenity of their county, and they are quick to identify the advantages of living in its wide open spaces.

The scope of this project, however, was to evaluate the feasibility of heritage, outdoor recreation, and arts **tourism** in Jones County – from the perspective of *visitors*, not residents. Tourism assets were identified categorically and in more comprehensive detail in the Phase 1 (Discovery) report.

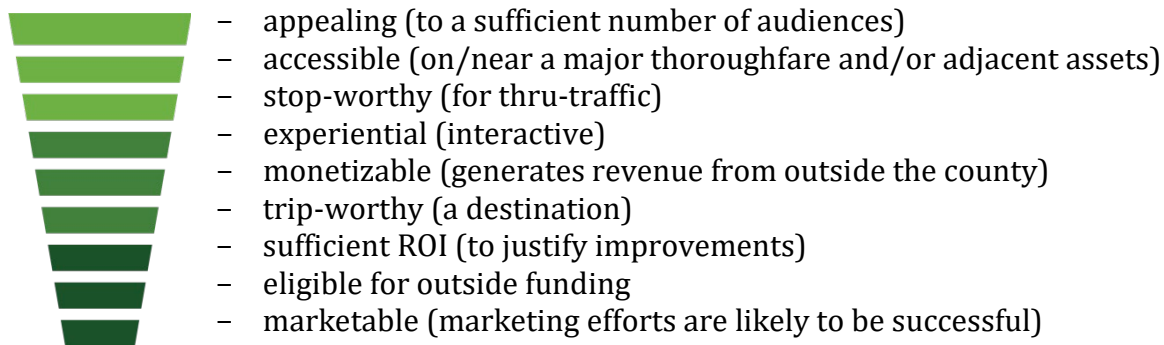
The purpose of this document is to provide recommendations that build upon the existing assets within Jones County in order to attract more tourism-related revenue. This document is not a tourism plan or a marketing/promotion plan. Rather, it provides a set of recommendations for review and discussion by County stakeholders.

Residents, businesses, and leaders of Jones County are encouraged to consider the recommendations herein with the goal of increasing tourism. As was pointed out in the Phase 1 (Discovery) report, in order for tourism to be an effective economic driver for Jones County, it **must result in revenue acquisition from sources outside the county**. In other words, tourism is not just about attracting people to the county to spend *time*. Tourism is about **attracting people to the county to spend money**.

If visitors do not spend money in the county, they are not contributing to its economic development. As such, it's important to view all tourism-related recommendations from the perspective of **income generation** specifically for Jones County.

MARKETABLE ASSET FILTER / ASSET GAPS

The Phase 1 report introduced the Marketable Asset Filter, which can be used as a tool to identify and analyze possible income-generating tourist assets. (See Page 10 of Phase 1 report for more information.) The layers of the Marketable Asset Filter include an evaluation of each asset on the below factors. The order of the factors is intentional, serving as a cone-shaped filter:



The further down the above list an asset can be positively evaluated, the more likely the asset will contribute meaningfully to tourism. Although assets have been identified in Jones County for each category (historical & heritage, recreation/natural resource, arts & culture, food & beverage, lodging, other amenities), few pass all of the layers in the asset filter—yet.

There are also **asset gaps**. In some cases, the assets simply don't exist (e.g., coffee shop, boutique stores, brewery tasting room). In other cases, the operating hours are limited and/or otherwise not ideal for tourism.

There are good opportunities to seize, though. This report contains recommendations to **maximize existing assets** and **develop new assets** that are likely to appeal to visitors.

BUSINESS GROWTH AND CREATION

While a large “white knight” manufacturer would be a welcome addition to the county, the decline in U.S. manufacturing and the more lucrative incentives that other communities can offer to potential new employers make this unlikely. (See Phase 1 Discovery Report for more research on this topic.) To help Jones County realize its full potential for tourism, **small businesses** that appeal to visitors and residents (keeping their money in the county rather than sending it to adjacent counties) carry a greater likelihood for positive economic impact. Research shows that, of the 48 million jobs created in the United States between 2006 and 2016, 95% were with companies with less than 100 employees. The more reliable way to strengthen the economy in Jones County – through tourism and beyond – is with entrepreneurship. The **formation of strategic small businesses** – and strategic enhancement of existing ones – can help ensure that more money is attracted to and stays within the county.

LOCAL SPENDING

Another major theme outlined in the Phase 1 (Discovery) report is that a significant percentage of discretionary income from Jones County residents is being spent in adjacent counties. This includes money spent on groceries, restaurant dining, gifts, clothing, home furnishings, home repair, and more. By providing revenue-generating assets that are equally welcomed by visitors and locals, Jones County can attract and retain more sales tax revenue, which can then be used to expand services and fund further positive development within the County.

BUILDING ON PAST EFFORTS

Jones County Commissioners adopted a [Land Use Plan](#) in 2013. Objectives of the plan related to future land use, agricultural preservation, transportation, environmental resources, and economic development. Among the Plan's identified strategies were:

- Identifying and mapping areas for development
- Encouraging smaller farms
- Maintaining good water/sewer supply and identifying resources to support growth
- Encouraging low impact development along rivers
- Offering local incentives to new and existing businesses

- Supporting existing area military assets (through crops and meats) and attracting military-related industry
- Encouraging local entrepreneurship and eco-tourism

Girl on the Roof agrees with these recommendations from 2013. Unfortunately, our research has uncovered little progress on these strategies over the last five years. It is the hope and intent of Girl on the Roof for this report to provide actionable recommendations that are consistent with the above strategies and effective in contributing to economic development – through tourism and other means – within Jones County starting NOW. Because as an old Chinese Proverb states...

“The best time to plant a tree is 20 years ago. The second best time is now.”

OVERVIEW OF RECOMMENDATIONS

This Phase 2 (Strategy) report provides recommendations for expanding tourism in/through the following areas:

- Maximizing existing assets through increased marketability and/or monetization (notably Foscue Plantation, Pollocksville Boat Launch, and Brock’s Mill)
- Asset expansion and development (including Downtown Trenton revitalization and Maysville amenities)
- Historical and heritage tourism opportunities
- Recreational and ecological tourism (including fishing & boating, cycling, off-highway vehicle, and river camping platforms)
- Arts and culture tourism (including events, retail, food & beverage, and lodging)
- Agritourism opportunities
- Education programs
- Marketing, communications, and promotion

WATERWAY TOUR FEASIBILITY

Part of the requirement for this project involved testing the feasibility of a waterway tour between Foscue Plantation in Pollocksville and Tryon Palace in New Bern. The section of the report covering this begins on Page 26. Although the infrastructure and amenities are not in place *currently* to make such a trip feasible or cost-effective, establishing a strong core of assets and amenities in downtown Pollocksville could make waterway tours between Jones County and New Bern marketable and monetizable in the years to come.

USAGE OF DOCUMENT

Although some of the strategies recommended in this report may have been tried in the past, the **timing and circumstances** may not have been ideal. Tourism is a bit of a chicken-or-egg scenario; amenities are needed to attract visitors, but the revenue from the amenities is needed to construct them. Understanding this is a delicate balance with inherent risk, Girl on the Roof has considered **economic feasibility** when making recommendations and, when possible, suggested potential **resources to help fund** them.

The likelihood of **success of a single strategy increases when combined with other strategies**. For example, improvements made to the Pollocksville Boat Launch are more likely to yield a monetary ROI if restaurants and other revenue-generating amenities near the boat launch are strengthened/created. Similarly, new businesses are more likely to be successful if business education programs exist to support entrepreneurs.

At the same time, it is **not practical or cost-effective for Jones County to implement all of the recommendations** provided in this document. County stakeholders (county and town leaders as well as groups like the Committee of 100 and the Jones County Arts Council) should use this document as a platform for discussion, evaluating which recommendations are the best fit for organizations, for corporations, for individuals, and for municipalities based on the resources, history, culture, and interests of the County and its residents. It is the responsibility of these stakeholders to vet and plan initiatives in a manner that ensures responsibility with respect to financial, legal, regulatory, and safety matters.

For discussion purposes, Girl on the Roof has provided the suggested prioritization system:

Priority 1 (relatively low cost for short-term impact):

- Utilize the covered bulletin board display at Brock's Mill Pond to post history of Brock's Mill, instructions on how to schedule tour, and information about upcoming visitor-friendly events in the county. See Page 16.
- Expand tour experience and hours of operation at Foscue Plantation. See Page 10.
- Expand grocery offerings at Piggly Wiggly in Maysville. See Page 22.
- Promote county assets (with current descriptions, hours, photos, etc.) on Yelp, Trip Advisor, and other tourism-related apps and websites. See Page 46.
- Ensure dining options are available for breakfast, lunch, and dinner daily, including on weekends.
- Enhance/expand/rebrand Trenton Fire Department Auction, Maysville Summer Festival, and Jones County Heritage Festival. See Page 35.
- Construct a consolidated county-wide website (with one shared calendar including all visitor-friendly events) and update it regularly. See Page 44.
- Make available for download on the Jones County website a history tour guide with maps and photos about Jones County history. See Page 23.
- Make available for download on the Jones County website a waterway guide with maps and resources. See Page 24.
- Make available for download on the Jones County website a bicycle guide with maps and resources. See Page 25.
- Make available for download on the Jones County website an off-highway vehicle (OHV) guide with maps and resources. See Page 25.
- Promote county assets through consolidated social media accounts and promotional campaign. See Page 46.
- Improve wayfinding signage to key assets. See Page 47.
- Make fishing licenses available at more locations in-county including on weekends. See Page 24.

- Sell Pollocksville boat launch passes to help generate revenue for the construction of restrooms and camping platforms. See Page 15.
- Develop additional public boat landings on Trent and White Oak River. See Page 24.

Priority 2 (moderate cost for long-term impact)

- Develop construction training programs. See page 42.
- Support small business development and training. See Page 42.
- Construct camping platforms. See Page 31.
- Add/improve shops appealing to visitors in Trenton and Pollocksville. See Pages 15 and 21.
- Add ice cream or coffee shops, a brewery/tap room, or other form of “third spaces” in Trenton, Pollocksville, and Maysville. See Pages 15, 21, and 22.
- Develop and promote historical tour business. See Page 23.
- Develop a history-focused escape room. See Page 23.
- Develop a historical reading room. See Page 23.
- Expand Brock’s Mill Pond utility to public and its connection to Trenton by completing sidewalk and walkway and constructing restroom(s), a covered pavilion, etc. See Page 16.
- Sell branded grain milled at Brock’s Mill. See Page 17.
- Construct a playground across from Brock’s Mill. See Page 19.
- Establish vending machines near Pollocksville boat launch. See Page 15.
- Construct/acquire restroom facilities for Pollocksville boat launch area. See Page 14.
- Host food trucks at Pollocksville boat launch and Brock’s Mill Pond on a predictable and publicized schedule. See Pages 15 and 37.
- Establish and promote a Jones County Fall Festival and Chili Cook-off. See Page 36.
- Encourage niche and organic crop production and sales. See Page 39.

Priority 3 (building on success of above assets)

- Establish produce stands offering local produce in Maysville, near Pollocksville town depot, and near Brock’s Mill/downtown Trenton. See Pages 17, 21, 41.
- Connect local growers to Lowe’s Foods Carolina Crate Program. See Page 40.
- Promote agritourism experiences. See Page 41.
- Offer thematic waterway tours from Pollocksville. See Page 30 and 36.
- Offer captains for hire (water Ubers) on Trent River. See Page 30.
- Court relationships with regional cycling groups. See Page 24.
- Promote Black Swamp OHV trails. See Page 25.
- Offer predictably scheduled and well-publicized outdoor concert series. See Page 36.
- Restore exterior of Lost Coin Church. See Page 20.
- Develop Jones County Visitor Guide with marketable assets (print and downloadable). See Page 45.

AUDIENCE PERSONAS

In the Phase 1 (Discovery) Report, the primary goal was to identify the assets that Jones County has to offer, with a specific focus on assets that are monetizable. Tourism involves attracting outside revenue into the county from visitors. This is most likely to occur through assets that are both revenue-generating and marketable (desirable to visitors).

One does not expect to have a good day fishing simply by tossing a line into the water. One must **fish with the right bait** to catch the desired fish. When promoting an area for tourism, identifying the right bait requires an understanding of the **target audience**. An **audience persona** is a generalized depiction of a stereotypical member of a potential target audience. Audience personas capture challenges and priorities, motivations and preferences, information sources and decision-making criteria, key messaging points and calls to action.

Developing and thoroughly understanding these profiles is a crucial step in the creation and implementation of an effective tourism promotion plan. An understanding of these audience groups informs targeted messaging and strategic marketing tactics that reach them and compel them to action. Girl on the Roof developed eight audience personas, which are included in their entirety in **Appendix A**. The audiences include:

- **Mickey Motocross:** a motocross enthusiast looking for a fun family experience and training opportunity for his son
- **Hunter Hal:** an avid outdoor sportsman wanting some adventure and a challenge
- **The Callahan Clan:** a vacationing family on their way to the beach and in search of lunch and a restroom stop
- **Manny Marine:** a young sergeant stationed at Camp LeJeune desiring some off-duty hiking, camping, and exploring with his wife
- **Dahlia Descendant:** a woman who is interested in discovering her ancestral roots in eastern North Carolina
- **Nick and Nancy Newbern:** a retired couple in Craven County that enjoys history
- **Anthony & Amanda Adventurists:** a young couple that pursues extreme sports and outdoor exploration
- **Bill Birder:** a bird enthusiast seeking to experience wildlife species in their native habitats during his retirement years

USING THE PERSONAS TO CREATE MONETIZABLE EXPERIENCES

Although these personas are overall different from each other, they have commonalities among their needs: dining, restrooms, shopping, groceries, recreation opportunities, and information/signage/directions. The messaging to each of these audience also has overlap. When considering tourism strategies, it can be helpful to ask: “Will this appeal to Anthony and Amanda?” “Would the Callahan Clan stop for this?” “Can we entice Nick and Nancy to make a day-trip for this?” “What would it take for Hal to include this on his itinerary?”

MAXIMIZING EXISTING ASSETS

The recommendations in this section build on existing assets in the county and could be made with **relatively low monetary investment** and **ramp-up time**.



FOSCUE PLANTATION

7509 US Highway 17
Pollocksville, NC 28573
www.foscueplantation.com

OVERVIEW

A tour of the Foscue Plantation reveals a home that has been impeccably and authentically restored to its 1820s grandeur. The tour included some fascinating anecdotes about the home and its past residents, though the bulk of the 1.5-hour tour focuses on the home's furnishings and how they were sourced.

HOURS AND COST

- The home is open for tours on Thursdays from 10:00am to 4:00pm or by appointment in advance.
- A tour ticket costs \$10 per person, though the cost is not listed on the website.

RECOMMENDATIONS

- Spend more of the tour discussing the stories of the family members who lived in the home and what life was like during that time period. **Allow visitors to step back in time and get a sense of what life was like** in this family, in this home, in this community, and in the 1800s. Topics could include:
 - **Traditions** of the family, favorite meals, hobbies.
 - **Heirlooms** (like the returned family Bible mentioned in a tour anecdote or the medical log) with associated stories. For items that the public cannot touch, include photos of the contents (e.g., a framed close-up image of a page from the medical log so people can see what the doctor charged at that time for various services).
 - What was life like before, during, and after the Civil War? **What did a typical day look like** in each season? How was food sourced, preserved, and prepared? How was clothing made (including how materials were sourced) and cleaned? How did the family receive news? What did the family do for entertainment in the evenings (art, music, pets)? What is a sample lesson from the schoolroom (e.g., a map from this era)?
 - What was expected of children during that era?
 - What roles were expected of men and women?
 - What was the impact of weather on the home, residents, and plantation (heating, cooling, storms, flooding, drought)?
 - How did life on the plantation change over time (crops, innovations, labor)?
 - How were the home and its residents impacted by the Civil War? What is the historical significance of the lands in and around Jones County?
 - Are there any interesting **legends or myths** from around the area?
 - What is the heritage of people from around the area (German, Swiss, French, English, African, native American...)? What of those heritages remains today?
- Add some **interactive** exhibits/demonstrations to make the tour more engaging and to generate more positive online reviews from visitors of all ages. (Members of Millennial Generation and Generation Z — anyone under 38 — seek *experiences*, not just observations, when they travel.) These don't have to be costly, and they should, of course, be accomplished with replicas, not original artifacts. Some examples:
 - A replica rope bed that visitors could tighten
 - A quilt on which visitors could add stitches
 - A butter churn replica that visitors could try
 - A quill and ink that visitors could use to write their name
 - Some picked cotton from which visitors could try to remove seeds
 - A pine tree debarked for resin extraction for turpentine production, which visitors could notch
 - Old-timey games to play on the lawn
- Create a 10- to 12-minute **video** about the home's history and some of the stories in the list above. This video could be watched at the beginning of a tour (i.e., if there is a line of people waiting). The video could include a reenactment of the house being used as a doctor's office (with a patient being treated), a clerk's office (with business being done), a schoolhouse (with a classroom of students), a base for Union troops

during the Civil War, etc. The video could also talk about the family's furniture dynasty and the efforts made to refurnish the home with period-appropriate pieces.

- With the above additions to the tour, the plantation could encourage school (and home school) **field trips** through the home, splitting classes into manageable groups (basement and main level; upstairs rooms; and outdoors).
- As part of the history of the property, **enslavement** should be discussed in a thoughtful and educational manner. What were the roles of enslaved persons? Where did they sleep, and what did they eat? Did the enslaved include men, women, and children? What was the fate of enslaved persons after emancipation, and how did plantation life transition during and after Reconstruction?
- **Hours** should be expanded to be more visitor-friendly, particularly during peak beach vacation season (Memorial Day to Labor Day) and possibly over spring break weeks for NC schools.
- The current **website** is not responsive (does not adjust to a mobile device for an easier user experience), making it more difficult to navigate on a smart phone, the device most commonly used by tourists. Sites that are not responsive are penalized by Google in search rankings, so the site is less likely to appear in search results unless the user knows the name of the plantation (i.e., searching "North Carolina plantations," the Foscue Plantation does not appear on Google until the bottom of Page 5 results.) A new website is recommended.
- People expect to be able to take photos when they travel, to document the experience. Allowing people to take **photos** inside the home (with a paid ticket) will help satisfy this expectation while also providing opportunities for organic promotion through social media and tourism-related websites like Trip Advisor and Yelp.
- Adding a period-appropriate (in appearance) **working kitchen** to the home would be a strategic addition that would allow the home to expand the educational nature of the tour and host heritage cooking demonstrations and other special events.
- Special **events** could be hosted at Foscue Plantation (on the grounds and/or in the home) to help attract more local and regional visitors. This will help provide opportunities for additional revenue streams for Jones County.
 - "Now & Then" Heritage events could be hosted on the property and could include Civil War reenactments, period-era crafts, period-era clothing, agricultural and turpentine-production demonstrations, and more. Local artisans could demonstrate their art and sell their works. [Vel and Mel](#) (Jones County caterers) and/or other local caterers or food trucks could sell food. Guests could play period-era games for prizes.
 - A premium, high-dollar event could be hosted at Foscue Plantation. For example, for ~\$250/person, people could enjoy a period-appropriate Christmas dinner in the formal dining room of the plantation. These dinners could take place throughout the month of December and could feature catering by Vel and Mel and live music performed by local musicians.
 - Host semi-annual or tri-annual Farm to Table VIP event utilizing regional chefs.

- The plantation land is leased and farmed, but the lease does not generate a significant amount of revenue for the Foscue family. **Agritourism experiences** could supply an additional outdoor experience and space to break up larger groups of visitors. Consider leasing land specifically for and/or working with the current tenant to grow specific crops that could be used in/for demonstrations of:
 - historically significant crops (e.g. turpentine, cotton, tobacco)
 - heritage and modern farming techniques
 - pickling and canning techniques
 - artisan crafts (e.g. woodworking, looming, quilting)
- The above changes could also allow for the development of **premium niche products** (e.g. sauces, jams, honey) to be sold at the plantation and/or local or regional venues under a licensed Foscue Plantation brand. See www.blackberryfarmshop.com as an example. Since [Lowe's Foods](#) and [Harris Teeter](#) both highlight NC-sourced products, these would be distribution channels worth exploring. This could generate revenue while also increasing awareness of Foscue Plantation in a way that promotes tourism.
- A walkable, highly manicured garden could provide an additional reason to visit. An outdoor pavilion could be used for demonstrations, outdoor weddings, etc.



POLLOCKSVILLE BOAT LAUNCH

Because of the Highway 17 Extension routing thru-traffic around instead of through Pollocksville, the town needs to stand as a destination in and of itself, leveraging the boat launch into the Trent River as a primary asset. The **Pollocksville Boat launch** has the potential to attract visitors for fishing, kayaking, birdwatching, and other wildlife observation and recreational activities. Boaters launch and fish for a variety of species along the Trent River.

The Trent River is navigable on larger boats (up to 35 feet or so) from Pollocksville to New Bern and on smaller low-lying craft on westward to Trenton and beyond, offering miles of pristine shoreline featuring wild flora and fauna. Girl on the Roof hired a private captain to make the voyage between New Bern and Pollocksville and produced this video, documenting the journey in high speed: www.youtube.com/watch?v=PYUmVXN48cI

As enticing as the boat launch and the Trent River are, **visits aren't monetized because the amenities surrounding the boat launch are very limited**. The closest restaurant has changed ownership numerous times and is currently not operational. The second closest establishment, Grilling Buddies, is a charming place to get country cooking, but it's not open for dinner or on Sundays. And its sign (and name, for that matter) belies the quaint Southern experience it offers inside.

In addition, the **lack of restrooms and clean water pose a significant issue**. The Pollocksville Depot (former train station, remodeled for use as mayor's office and town council chambers) has a restroom, which the public may use upon request, but the hours of the Depot are limited. This is further complicated by the fact that the boat launch property is below the flood plain (so adjacent development is not permitted).

RECOMMENDATIONS

- The addition of a **restroom facility** at the Pollocksville boat launch, constructed on pilings (to take it above the flood plain) with a switchback-style wheelchair ramp (for ADA compliance), would be a significant asset for Pollocksville and Jones County. This would allow the lovely park-like setting to be used for events (see Page 36 for recommendations), as a base for scenic river tours (see Page 36 for

recommendations), as a regular stop for food trucks, and for other revenue-generating opportunities. See Page 19 and Appendix B for restroom options.

- Establishing a rotation calendar for **food trucks** to stop at the Pollocksville Depot and boat launch from mid-morning to mid-afternoon (especially on Friday, Saturday, and Sunday, and/or at other times observed or documented as having sufficient recreational traffic) could serve visitors and residents while generating revenue for the county. Even food trucks based outside the county are obligated to collect sales tax based on the location of sales, so 2% of transactions would return to Jones County. See Page 37 for more on food trucks.



The area has ample seating in a park setting, ideal for food trucks.



The easy boat launch with large parking area could provide revenue with passes.

- Open a **restaurant** within short walking distance of the boat launch, and ensure the hours are consistent and convenient for visitors using the boat launch.
- At the minimum, **vending machines** featuring healthy and high-protein food options could be kept near the launch (under covered picnic area or outside the Pollocksville Town Hall and Depot). The vending machine could even include **fishing, boating, and/or camping supplies** (e.g. lures, line, foil blanket, batteries).
- Open a local **brewery** in Pollocksville. Breweries have proven to be substantial drivers for economic development, employment, and tourism [in North Carolina](#) and across the US, with [small towns seeing large returns](#). Breweries have become important “[third spaces](#),” places where residents and visitors alike can meet, socialize, play games, and escape the elements.
- Open an **ice cream and coffee shop** (that also sells locally made baked goods) in Pollocksville to serve the year-round needs of boaters, residents, and tourists.
- Sell **boat launch passes** to help generate revenue to build and maintain the restroom facilities. As an example, a launch fee structure could be \$5 for a single-day, \$10 for a weekly pass, and \$100 for a season pass. The Town could install the equivalent of a digital parking machine for the purchase and printing of tags (that can then be displayed on the dashboard of a vehicle). References: [NC State Parks](#); [Burlington, NC](#); [Winston-Salem, NC](#)



BROCK'S MILL AND POND

212 S. Market Street
Trenton, NC 28585

OVERVIEW

Brock's Mill (also called Brock Mill and Brocks Mill) has been in the process of restoration for several years. Built in the early 1700s and long used as a gristmill to produce cornmeal and cracked corn for human and livestock consumption, the Mill continued to be run commercially until 1964. It also was operated as a sawmill until the early 1940s. A century ago, the Mill housed a turbine generator to create electricity for the town of Trenton. The Mill is in a prime location in Jones County, near the intersection of 58 and West Jones Street. It looks lovely and inviting from the road, but visitors can't currently enter the Mill or learn anything about its significance. The surrounding pond is filled with cypress trees and dark, reflective water, making for a unique photo opportunity for passersby. The property has a small parking area (can hold ~4 cars), which is used by people stopping to fish in the pond. Also on the property is a covered bulletin board display that is used to display an aerial photo of the pond and information about local events (not necessarily related to the mill or pond).

HOURS AND COST

The Mill is only open to the public by appointments. It is not clear how to make an appointment, because the Mill does not have a website, and there is no signage at the Mill to indicate how to make an appointment. Consequently, Brock's Mill does not currently generate any direct tourism revenue for Jones County.



RECOMMENDATIONS

- **Open the Mill to the public** (for a fee-based tour) for a few hours on Saturdays, a few hours on Sundays, and one weekday during peak beach season (Memorial Day through Labor Day) and Spring Break season.

- **Post information/history** of the Mill where visitors can easily read it. This information should include how to schedule a tour. It could be posted in the display case by the pond and/or on a plaque outside the mill itself.
- Add a **webpage** to the Jones County website that shares the history of the Mill, how people can get a tour, how they can get involved with events that support the Mill, and how they can make donations to the Mill.
- **Continue the sidewalk** that runs along 58 from West Jones Street to Brock's Mill including the property on the south side of Crooked Run Creek.
- **Sell grain** that is milled on-site. See the [Historic Yates Mill](#) in Raleigh which, like Brock's Mill, was established in the 1700s and operated commercially well into the 20th century. It is now operated by a nonprofit that offers tours and merchandise including stone-ground corn one weekend a month.
- Conduct a **photo contest** over social media to encourage people to stop and take photos at the Mill Pond. #brockmillnc This could benefit tourism if there are nearby amenities (e.g. dining, shopping, coffee, tap room) where visitors could spend time and money while they are in Trenton.
- Allow the property on the south side of Crooked Run Creek to be used seasonally for a **produce stand** selling locally grown produce.

ASSET EXPANSION & DEVELOPMENT

Downtown Trenton has some of the greatest **marketable and monetizable tourism potential** in the County in part because the Highway 17 extension project does not impact Trenton. Thru-traffic will continue to include vacationers headed to coastal beaches. The goal should be to entice those visitors to stop, explore, and spend money in Trenton.

DOWNTOWN TRENTON REVITALIZATION



Recommendations for Trenton include the development of a **Revitalization Plan** for the 6-block area along and south of W. Jones Street at the Trenton stop light at 58 (Market Street), with the goal of creating an inviting place for people to stop on their way to/from the beach. In addition to the previously stated recommendations for Brock's Mill (see Page 16), other recommendations include:

- **Complete the walkway** for easy, safe walking access from W. Jones Street to the south side of Brock's Mill property, including the far side of the dam.
 - Per Jones County Manager Franky Howard, state funding has been earmarked to construct a boardwalk to extend northward from the Pond parking area to connect the property to town sidewalks. This should happen by Spring of 2019. The County is seeking NCDOT funding to build a walkway across the Highway 58 bridge adjacent to Brock's Mill Pond for safety but hasn't worked that out yet.
 - State funding has also been allocated for the construction of a **fishing pier** on Brock's Mill Pond by Spring of 2019. There are at least 8 types of fish in the pond. North Carolina Wildlife Resources Commission Wildlife stocks the pond periodically with fish; 5000 bluegill and brim were put in during spring of 2018; catfish and bass will be added later in the year.
 - Century Link has agreed to bury the above-ground data cables in front of the Mill, using some funds provided by the State.
 - There are also plans to take down the big light pole in the parking area.



- Add a **playground** with seating area within easy walking distance of the 41/58 intersection and easily viewable from the main thoroughfare. The playground would be ideally located near or across the street from Brock's Mill. Grant funding may be available for the playground. This may include the NC Division of Parks and Recreation Trust Fund Local Grants, which [Jones County has received in the past](#) for matching funds for William Frost Park in Maysville and other recreational purposes. There are also nonprofit funding options such as through [Kaboom.org](#). If the playground is across the street, an artistically creative crosswalk could be added for safety.
- Add a **public restroom facility** near the playground and ensure adequate parking area. This is an amenity that is also recommended for the Pollocksville Boat Launch area (see Page 14). Depending on size, construction features, and fixtures, the cost of a public restroom facility can range widely. One [study](#) referenced estimates from \$75,000 to well over \$100,000. However, a small pre-fab combination restroom/shower building (with optional coin operation for shower) was quoted to Girl on the Roof at around \$40,000 (see Appendix B). Another option for Jones County could be mobile restroom trailers, either [purchased](#) or rented. Costs for [pre-owned](#) restroom trailers can be in the \$20,000 to \$25,000 range. There are also a number of companies that rent them (see, e.g., [Option 1](#), [Option 2](#), and [Option 3](#)). Mobile options would offer the flexibility of being able to relocate facilities for specific events (e.g., to Pollocksville Boat Launch, Trenton Fairgrounds, or Foscue Plantation). In addition to restroom trailers, there are shower trailers as well for [rent](#) or [purchase](#).



- **Expand the parking** and add a small **covered pavilion** between the parking area and Brock's Mill, perhaps with an adjacent outdoor grill, which could be rented for small gatherings or used to host seasonal live music (and help fund the ongoing Mill restoration and new development). There could be matching funds available for parking improvements through a North Carolina Division of Parks and Recreation's [North Carolina Trails Program](#) grant.
- The land on the south side of Brock's Mill could be a good place for a **produce stand**.



- Restore **The Lost Coin Church** along 58/Market, possibly utilizing tax credit rehabilitation funding.
- If the lot next to The Lost Coin Church is available (and/or if the owner is willing to allow the lot to be leased inexpensively), consider tapping into the [NCDOT Wildflower Program](#) and plant flowers on the lot for beautification. This could serve as a nice photo stop (in addition to Brock's Mill Pond) for families passing through the area on vacation. Alternatively, this land could be used for a **community flower or vegetable garden**, with flowers and/or produce sold at a small roadside stand. Having something welcoming on this lot will help connect Brock's Mill to the downtown area, encouraging people to stop, walk, and spend.

- Enhancing existing businesses (such as The Gift Shoppe, Trenton Red & White, The Rag Bag, Red's BBQ, etc.) and offering additional dining (restaurant, bakery/coffeehouse, tap room) and storefronts (gift and boutique shops) along West Jones Street near the 58/Market stop light would serve county residents and encourage more drive-thru visitors to stop, walk around, and spend money in the county. Welcoming storefronts (potted flowers, OPEN flags hanging outside, outside seating...) and convenient parking would help entice visitors to stop. **Tax incentives and low-interest small business loans** would encourage growth and development. Some concepts for consideration:

- **Restaurant** serving breakfast, lunch, and dinner (Southern fusion, BBQ, local desserts). It would be highly desirable and marketable for the restaurant to source pork, chicken, and produce (preferably organic) locally when possible. Consider the model of [Chef & The Farmer](#) in Kinston, which has itself become a significant driver for tourism in Kinston.
- **Coffeehouse/bakery/ice cream shop** serving local baked goods and home-made ice cream. The business could also have an adjoining **gift store** selling books about the area, local honey, local arts & crafts (like American flag painted pallets, etc.)
- **Small boutique** with beachy clothing, hats, sunglasses, jewelry, flip flops, beach towels, beach chairs (locally made when possible).
- Quality **antique store** (period appropriate furnishings, quilts, old books, new books relevant to the area, reproductions of old maps and photos, antique guns and dishes, Civil War memorabilia...). Consider a warehouse area in the back with old windows, shutters, mantles, doorknobs, and other salvaged (but high quality) materials from historic homes in the area.
- **Small produce stand** selling seasonal local produce; this could be outside the coffee/ice cream shop or could be located just south of Brock's Mill.
- **Fishing tackle shop**, particularly once the fishing pier is constructed near Brock's Mill, offering poles, lures, maps, books, waders, etc. for sale as well as rental packages (e.g. pole, lures, and net).
- A **general store** could combine elements of a number of the above concepts (coffee, ice cream, restaurant, gift store, and fishing related items).
- **Brew pub** (at least a tasting room or tap room) that touts the quality of the drinking water in Jones County. Sell well-designed T-shirts saying, ***"There's something in the water,"*** a tagline which alludes to the county's award-winning drinking water and to the recreational opportunities like kayaking and fishing in the dark, reflective waters of Brock's Mill Pond, the Trent River, and the nearby White Oak River. See Pages 15 and 39 for more on brewing industry popularity.



American flag painted on pallet.

MAYSVILLE AMENITIES

Because of the Highway 17 expansion project, Maysville will soon see a significant decrease in thru traffic. But Maysville continues to draw tourists through the **White Oak River Camp Ground** and the **Jimmy Weinert Motocross Training Facility** (where some visitors stay for weeks or even months at a time). Stakeholders told Girl on the Roof that, because of the limited resources in Jones County, visitors to both of these facilities typically **leave Jones County to do their dining and grocery shopping** in Jacksonville. In this way, Jones County is exporting potential revenue from visitors who are already staying in the county.

Maysville currently has a Piggly Wiggly store, but Jones County residents who participated in community dialog sessions said they do not shop at the store because the inventory is “poor quality” and “often past date.” As pointed out in the Phase 1 (Discovery) report, this is a pervasive issue throughout Jones County, making large swaths of the county a food desert. Dollar Generals exist throughout the county, but they do not provide sufficient variation of wholesome and fresh food options to support a healthy community.

RECOMMENDATIONS

- **Remodel the current Piggly Wiggly** store and make an intentional effort to stock it with fresh, locally grown produce (which supports local residents, encourages healthier eating habits, and appeals to visitors) and other quality food items. Residents must commit to supporting the store (rather than leaving the county for groceries) when possible, to ensure its short-term and long-term success. With resident support, the Piggly Wiggly will be better able to maintain inventory that appeals to visitors, thus keeping more tourism revenue within Jones County.
- **A quality but affordable restaurant** (new or improved) – particularly one with a local feel that appeals to residents and visiting families – would help keep more revenue in the county. The restaurant needs to be open for dinner and on weekends. It should have some country cooking and healthier options, and it should serve beer (Third Rock and other NC craft brews in addition to mainstream beers) and wine (including from Duplin Winery). One idea for this would be a pit BBQ concept that could eventually (requires 15 years of continuous operation) be lobbied as an addition to the [NC Barbecue Trail](#), to help generate additional tourism to the area.
- Open a local **brewery** in Maysville. See Pages 15 and 39 for more on the brewing industry. Alternatively, open a coffee shop with free WiFi and baked goods or sandwiches to satisfy this third space need.
- Maysville has historic building stock, but many are dilapidated and in need of maintenance, casting a less than positive impression of the Town. Repair and rehabilitation of these structures would help not only the Town’s image but also its tax base by increasing the value of the properties. The county could explore a county-wide economic incentive to encourage façade improvements (like a “seed money” grant program) and work with the State Historic Preservation Office to foster use of the federal and state historic tax credit program for National Register-listed or -eligible properties.”

HISTORICAL & HERITAGE TOURISM

With German, Swiss, French, African and Tuscarora heritage in this area, Jones County has **heritage tourism opportunities** (see [Heritage Genealogical Society](#), which covers three counties including Jones). Recommendations to leverage this include:

- **Historian Dennis Jones** leads tours in association with the Heritage Genealogical Society in Kinston and the Jones County Historical Society. He also coordinates private tours for families that contact him in search of family history and artifacts. **Charley Jones** (another historical guide) offers similar services, particularly related to Brock's Mill Pond. Historic guided tours could be promoted on the county website and elsewhere and could include pre-packaged or customized itineraries for individuals and family groups. **Whole or half-day tours** could include Foscue Plantation, Wyse Fork, Brock's Mill Pond, historic churches, the Old Jail in Trenton, stops for photos, lunch, shopping, etc.
- Establish a **resource/ reading room** (with references for researching), managed by the Heritage Genealogical Society. This could be in downtown Trenton, alongside new shops and restaurants, to increase exposure and interest. Visitors could view reproductions of old property maps, old photos, war documents and artifacts, etc. (Alternatively, this could be a new small branch or designated area of an existing branch at a local library.)
- Adjacent to or within the same facility could be a **1900s Victorian home-themed escape room**, which could be an entertaining and educational family activity. An escape room is a relatively inexpensive business to establish and maintain. See [MarketWatch](#), [NY Times](#) (on the market for escape rooms) and [Now Escape](#) (on creating one).
- Provide a **printed tour guide with maps and photos** explaining significance of battlefields, home sites, and other landmarks of note. Make the guide available at public-facing locations across the county. It could also be available in digital/downloadable form on the county's website. The guide should promote local dining and retail in the county to encourage visitors to spend money in Jones County and could include coupons or descriptions of applicable offers/discounts.
- Leverage proximity to **historical assets in adjacent counties** (e.g. Tryon Palace, CSS Neuse Civil War Interpretive Center). In order for this to contribute to economic development, Jones County must have assets through which visitors can spend money. Until such monetizable assets exist, these efforts would not generate sufficient return on investment to justify.

RECREATIONAL & ECOLOGICAL TOURISM

With its waterways, forests, fish, fauna, and other wildlife, Jones County has ample natural resources for eco-tourism. But if visitors don't spend money in Jones County, the tourism is not an economic engine. Below are some recommendations to help monetize the county's natural resources for recreational and ecological tourism.

FISHING AND BOATING

- Enhance canoe/kayak **accessibility on Brock's Mill Pond**. The fishing pier planned to commence construction late this year is a good start. Signage should indicate where canoes and kayaks can enter the water. Increasing parking adjacent to the pond will help facilitate water usage.
- **Clear fallen trees** from the main channel of the Trent River for safety and to increase navigability.
- Utilize county-owned land along the Trent River and upper White Oak River to build more **public boat landings** for kayakers. Ideally a minimum of one or two of these should have public restrooms (or at least porta-johns).
- Promote **guided kayak eco-tours** of the area including wildlife education (trees, wildflowers, birds, etc.). Perhaps this could be done through White Oak River Campground kayak rentals. Some kayak tours could be inspired by *Living Waters* ([eco-centric book written by Ben Casey](#)).
- Develop a **Jones County Waterway Guide** including suggested **fishing and boating** tips, downloadable waterway maps (noting approximate depth, bridges, launch ramps, etc.), seasonality and bait for specific fish, fish recipes from local residents and restaurants, locations for securing fishing license and bait, etc. The guide could be printed and distributed through local public-facing storefronts and could also be downloadable from the Jones County website. See, for example, Rockingham County's [Blueway Guide](#).
- Ideally, it would be helpful for people to be able to secure a **fishing license** from the Pollocksville Depot.

CYCLING

About 7 years ago, a multijurisdictional group of state, federal, county, and general public stakeholders collaborated to create the [Croatan Regional Bicycle + Trails Plan](#). This comprehensive plan mapped bike trails throughout the North Carolina coastal region including Craven, Pamlico, Carteret, Jones, and Onslow counties. It includes signage recommendations, best practices for making roadways safe and navigable for cyclists, and private and public funding opportunities to improve infrastructure related to bicycling.

- Utilizing only current assets in place, Jones County could organize **seasonal bike rallies**, inviting members of regional bicycling clubs ([New Bern Century Cyclists](#), [Coastal Carolina Velo Race Club](#), [Down East Cyclists](#) in Jacksonville, [East Carolina Velo Club](#) in Greenville, [Oriental Express Bicycle Club](#), and Big Wheel Cycling Club

in Kinston). The rallies could originate in Trenton or Pollocksville and utilize the Trails Plan routes around the Croatan including Weetock Trail and Black Swamp Trail as well as on county highways. This could **culminate in a gathering** at Brock's Mill Pond or the Pollocksville Boat Launch and feature food trucks and/or local catering (Vel and Mel's), beverages, and live music.

- In the past, the Friends of Brock's Mill has hosted the [Cycle North Carolina](#) tour (~1,000 cyclists), using the mill as a [rest stop](#) on the tour. This should be revisited for future event routes, with food and supplies available for purchase.
- The county could also produce a **Jones County Bicycle Guide** for physical and digital distribution similar to that of [Rockingham County](#).

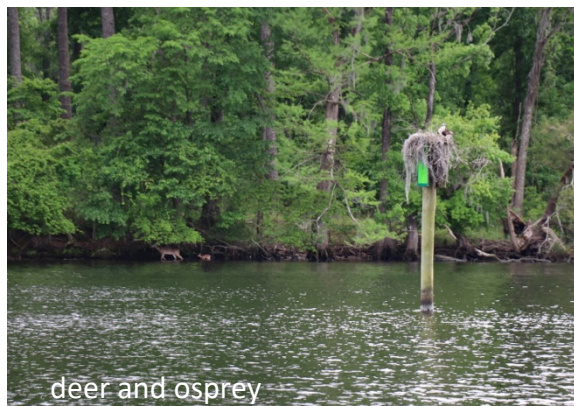


WATERWAY TOURS

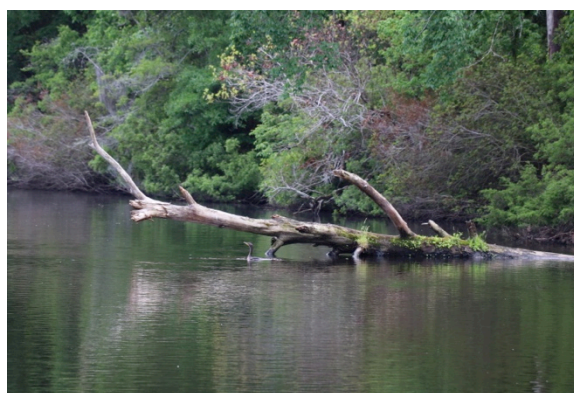
The stretch of the Trent River between New Bern and Pollocksville is serene, with seemingly untouched scenery, wild irises, the sweet fragrance of honeysuckle, and sightings of otters, deer, osprey, and turtles. The banks closer to New Bern feature grand riverfront homes, including the estate of author Nicholas Sparks. As part of the project scope, the NC Department of Natural and Cultural Resources requested a feasibility assessment for a waterway tour between Tryon Palace and Foscue Plantation in Pollocksville.



deer and wild irises



deer and osprey



PILOT EXERCISE

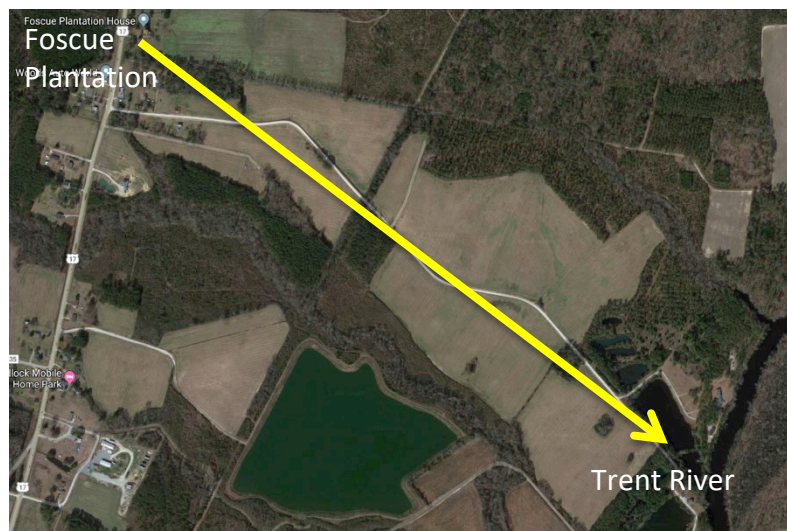
Girl on the Roof hired a private captain with a 24-foot pontoon boat through Cruise the Neuse out of New Bern with the goal of ascertaining the physical capability and duration of the ~36-mile round-trip voyage from the Doubletree Hilton Marina in New Bern to the Pollocksville boat launch (and back). Each leg of the trip was approximately 1.5 hours at a brisk speed (averaging about 14 knots). Because there were no restroom facilities or food/beverage amenities at the Pollocksville boat launch, the crew and passengers made only a brief stopover to stretch legs and snap a photo before re-boarding for the return trip to New Bern. The total trip was just over 3 hours. The return voyage to New Bern was captured on high speed video here: www.youtube.com/watch?v=PYUmVXN48cl

LOGISTICAL LIMITATIONS

- Neither Tryon Palace nor the adjacent North Carolina History Center at Tryon Palace has a boat landing. The nearest boarding area would be at the New Bern Grand Marina Yacht Club behind the Doubletree Hilton Hotel, which is about 0.3-mile walk from the History Center.



- Similarly, Foscue Plantation does not have a boat landing. Due to some challenging terrain and the 1.5-mile distance between the river and the home (which is on private property), construction of a landing would be a costly endeavor with an uncertain return on investment.



- The Trent River is navigable, with water ranging from 6-15 feet in the center and an average depth of about 12 feet in Jones County. Fallen trees blocked portions of the river and forced our vessel into shallower areas (3' deep), but it was still passable.

Larger yachts (wider or deeper than our 24-foot pontoon) may have more difficulty navigating the waterway, especially in the presence of fallen trees or other boat traffic.

- Captains who conduct comparable waterway tours around the region are most likely to have the **Operator of Uninspected Passenger Vessels (OUPV) license**, also known as a “6-pack license” which limits a captain to a maximum of six paying passengers on board at a time (see Appendix D). This, combined with the considerable time duration of the round-trip from New Bern to Pollocksville, means that ticket prices would have to be quite high (likely more than what most passengers would be willing to pay, particularly in a remote area) to make the trip sufficiently profitable to sustain a small business based out of Jones County. (Note: the captain Girl on the Roof hired for our trip on the Trent said that, for a 4-hour block of time for a tour, he would need to net \$400 to make the trip economically worthwhile. Before taking into account price of gas or other operational costs, that translates to \$67/person for 6 passengers.) Naturally, with higher ticket prices come higher expectations from passengers (e.g., meal/refreshment service, a restroom, a historian and/or naturalist tour guide), which further add to the cost.
- **A Master license** (a step up from the 6-pack license) **adds considerable regulatory requirements** (see Appendix D), thus increasing the cost of entry. This could present a particular challenge in a remote area like Pollocksville, which lacks high demand. Other boat tours requiring Master licenses in the region are benchmarked for comparison regarding amenities, cost, etc. in Appendix C.
- Captains with the Master license could carry more passengers, but the **waterway itself still limits the practical size of a vessel** (the high end of the size range to be able to approach, turn around, and dock is 30 to 35 feet). Given that Jones County has **no marina**, it is more likely that vessels used for waterway tours would be based out of New Bern; as such, revenue would probably benefit Craven County more than Jones County.
- Although the Pollocksville boat access area does have a small landing area on either side of the boat launch, the **overall docking and loading/unloading capacity** of the landing is limited to two moderately sized vessels. And because the landings are adjacent to a low bridge (Highway 17 bridge, which only small craft like bass boats and kayaks can easily pass under), there is limited room for boat traffic near the landings.
- The lack of **restroom facilities** at the Pollocksville boat launch presents a significant challenge for both captains and passengers. Whether Pollocksville is the starting point, midpoint, or endpoint of a waterway tour, restroom facilities would be



expected and necessary. As previously noted, construction of restrooms is limited by the area's flood plain designation (though it is possible to address this with the right construction). See Appendix B for restroom construction estimates.

- **The lack of food/beverage amenities within easy walking distance of the Pollocksville boat launch** means that passengers aboard a waterway tour currently have no way of contributing to the economy of Jones County.
- **Captains and vessels are most likely to be based out of New Bern**, since there are no commercial marinas in Jones County. As such, ticket sales for waterway tours would most likely be captured as Craven County revenue.
- In the absence of a landing at Foscue Plantation, connecting a waterway tour to the home would require the coordination of **land transportation** (most likely based out of Craven County) for the 2.25 mile distance from the Pollocksville Boat Launch to Foscue Plantation. This element adds significant expense and time (loading/unloading on both ends plus a 1.5–2-hour tour at Foscue Plantation) to the excursion, which would likely price the tour higher than the market will bear, particularly when there are better known attractions and amenities in New Bern.
- **Weather** presents additional challenges. In the summer, the Trent River waterway can be hot and buggy. This, combined with the threat of hurricanes and/or pop-up showers, particularly in the late summer and early fall, make open-air boats (e.g. pontoon boats, T-tops, and other small 6-pack licensed vessels) less comfortable for passengers, particularly for a tour of 3 or more hours. Vessels that have air conditioning would be larger and more costly to operate.
- Although it is probably a minimal risk in reality, the presence of **venomous snakes** and **alligators** along the Trent River could present a perception issue, particularly for families with young children. Girl on the Roof heard anecdotal reports from residents that large alligators are sometimes seen on or near the Pollocksville boat launch. Media reports confirm that large alligators have been caught nearby.

FEASIBILITY OF TRYON PALACE ↔ FOSCUE PLANTATION WATERWAY TOUR

Given the above stated limitations, a waterway tour between Tryon Palace / New Bern and Foscue Plantation/ Pollocksville (whether one-way or round-trip, from either starting point) is unlikely to be a viable economic driver for tourism in Jones County in the near future because...

- The cost of overcoming the logistical challenges would likely not return a sufficient return on investment to merit the expenditures, particularly given that the most probable scenarios would generate income for Craven rather than Jones County.
- Until there are sufficient amenities at which visitors can spend money at or near the Pollocksville boat access area, a waterway tour is not likely to generate sufficient (if any) revenue for Jones County to justify the time or monetary investment required to establish and promote it.

If the area within safe, easy walking distance of the Pollocksville boat ramp becomes more developed with visitor-friendly businesses (restaurants, coffee/ice cream shop, tap room,

boutique stores), *and* the Town is able to construct a restroom facility on the boat launch property, the feasibility of a waterway tour could be revisited.

ALTERNATIVE APPROACHES

Small-scale, **thematic waterway tours that *begin and end in Pollocksville*** – and only go partially up the Trent River instead of going all the way to New Bern (to limit time and fuel expense, and to ensure revenue remains in Jones County) – *could* be feasible on a limited basis. These waterway tours are most likely to be successful if they are connected with special events taking place at the Pollocksville boat access area and/or with short-run round-trip thematic tours (See Arts & Culture event recommendations on Page 35).

For waterway tours to contribute maximum revenue for Jones County, the vessels and captains should be based out of Jones County. The U.S. Coast Guard (USCG) requires that the captain of any boat with auxiliary power offering passage for money must have a USCG license. The best option for small boats of the type that are likely to be owned and maintained in Jones County is the Operator of Uninspected Passenger Vessels (OUPV) or “6-pack” license because it enables the license bearer to carry up to 6 paid passengers. For more information about the OUPV license, as well as the Master license that enables captains to carry more than 6 paying passengers, see Appendix D.

One or more licensed captains based out of Jones County could carry passengers for seasonal and special events or as “**captains for hire,**” providing private tours (with advanced registration) up the Trent River from Pollocksville. They could also serve as “**water Uber**” drivers for campers and kayakers along the Trent River, which would help further support the camping platform ecosystem, as further described on Page 31.

OTHER WATERWAY BENCHMARKING

In addition to the private Trent River round-trip waterway tour from New Bern to Pollocksville, Girl on the Roof conducted primary benchmarking of two other waterway-related tours (Hammocks Beach Ferry to Bear Island out of Swansboro and Island Ferry Adventures from Beaufort to Sand Dollar Island) and assessed several other regional waterway tours for secondary benchmarking purposes. Evaluation factors included cost, duration and experience, boat capacity, frequency of operations, and amenities. This information is included in Appendix C.



RIVER CAMPING PLATFORMS

THE MODEL

- Construct camping platforms within coves and/or on available shoreline of the Trent River (within Jones County) for use by kayak/canoe campers. See [Roanoke River Partners model](#) (a multi-county nonprofit which opened in 1997), whose platforms are depicted in the photos above. RRP has 16 platforms, 11 surrounded by water and 5 on the bank or sound accessible by land, and has a \$600,000 impact each year on its local rural communities. RRP averages 1400+ overnight stays/year. Their model was inspired by [Florida Outdoor Adventures](#), which offers guided tours utilizing rented kayaks and in-water camping platforms (called “Chickee Huts”) in Everglades National Park. See also [Tar-Pamlico River model](#) (and [this video](#)), which is run by a nonprofit organization and has the goal of connecting to other similar kayak/camping services across the state, so kayak/campers can explore the state’s waters in a new way.
- **Platform options** could include water or land base, single or double platform, screened or unscreened, and walkway connections to other platforms and/or to land. Some could even be built as tree houses.
- Platforms would be most desirable if they had access to **restrooms and showers** on land (though the facilities do not need to be adjacent). These facilities could even be available for an additional fee, which, when paid through an online service, yields a passcode (changed routinely) to the facilities to generate revenue and help cover the cost of maintenance.

THE APPROACH

- Based on the above noted benchmarks, the **construction cost** for each platform is estimated to be about \$20,000, depending on the size and whether the platform is on land or on stilts in water. The platforms are generally good for 15-20 years with minimal maintenance required. Roanoke River Partners platforms are 12’x16’, some screened. Tar-Pamlico platforms are 16’x32’, each half-screened.
- Girl on the Roof contacted the [U.S. Army Corps of Engineers](#) (ACE) to ascertain the **permitting** rules pertaining to building the platforms, since ACE has jurisdiction over navigable waters (which includes the Trent River where it passes through Jones County) and anything below, in, or over such waters. Billy Standridge in the Washington, North Carolina Regulatory Field Office is the current liaison to Jones County. He is aware of the possibility of developing camping platforms on the Trent

and is the contact person for the permitting process. This process begins with a pre-application meeting with ACE to discuss the number of platforms, size, possible locations, and permits available to cover the project. If no wetlands are involved or would be disturbed by the project, only ACE is involved in approval. The permit involves a [form](#), to which exhibits describing the project are attached, and takes about six weeks to process. If wetlands are involved, there's a joint permitting process involving the North Carolina Division of Water Resources (DWR) and a \$250 review fee. After ACE completes its review, the DWR decides if the project will have a wetland mitigation requirement attached to the approval. [Regional General Permits](#) (which cover this type of project) are valid for five years and then are reverified. ACE provided Girl on the Roof with a sample [Regional General Permit](#) which is valid from January 1, 2017 through December 31, 2021 and could be applicable for camping platforms constructed along the Trent River in Jones County.

- Platforms could be **built in phases** over time. For example, a pilot could start with 2–3 platforms and expand as awareness and demand increases.
- Until restroom facilities can be built, **portable toilets** could be made available for rental (see [Tar-Pamlico policy](#)). **Other equipment** (tents, sleeping bags, air mattresses, camping stove or portable grill...) could also be available for a **rental fee**. The Florida Outdoor Adventure model includes kayaks, tents, sleeping bags, mattresses—virtually all the camping gear—as part of their tour packages, and this is reflected in their pricing.

THE BENEFITS

- If the **timber and labor** for constructing the platforms are sourced locally, this could further stimulate economic development within the county. See Education Program recommendations starting on Page 42.
- These platforms could create a tourism ecosystem that inspires new businesses to develop, generating jobs, tax revenue, and incremental tourism revenue for the County. **Additional business opportunities** could include camping equipment rentals, transportation of kayakers by water or land (i.e., for supply-related errands, transport of guests and their kayaks back to their starting point); bicycle, scooter and/or car rental for hourly use (which is common among marinas); grocery and supply delivery, meal coordination and delivery from restaurants, etc.
- The operations model for the platforms could be **technology-focused**, possibly tapping into www.ReserveAmerica.com for reservation services. This would allow for bookings 24/7 while making the operations more efficient and able to withstand seasonal highs and lows.

FUNDING OPPORTUNITIES

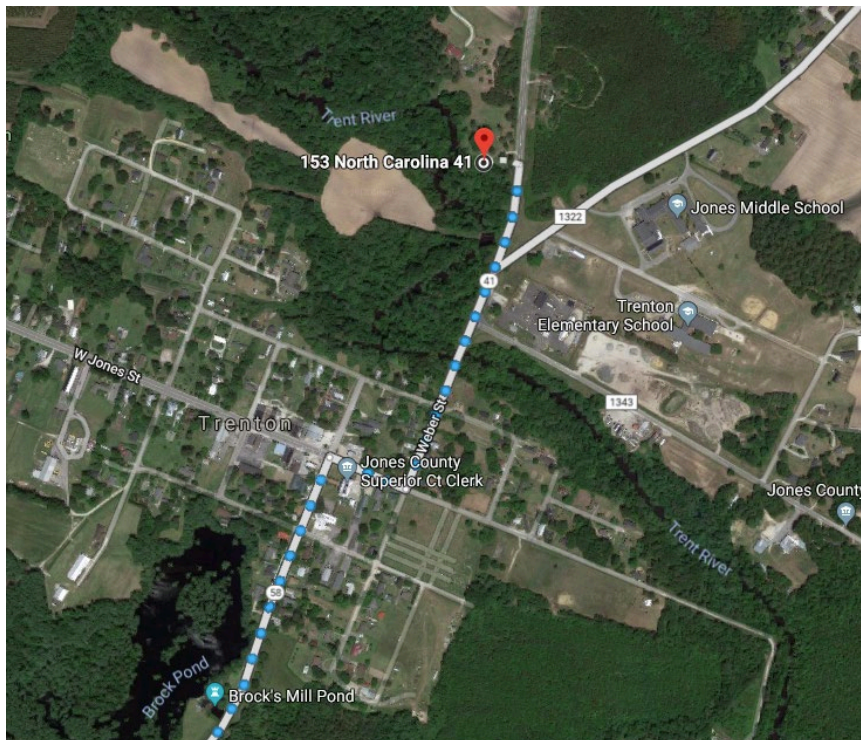
- **State grant funding** (such as through the [NC Parks and Recreation Trust Fund](#)) may be available to help offset the expense associated with this endeavor, which could involve the development of multiple businesses, the creation of jobs, and the promotion of eco-tourism.

- Another funding source is the [Recreational Trails Program](#), a **federal grant program** intended to fund trails and trail-related needs at the state level. Sound Partners, which operates the platforms on the Tar River, has utilized this grant program to fund most of its 11 platforms.
- The Tar-Pamlico business model has also relied in part on **donations and sponsorships** from local businesses and families to cover construction fees for its platforms.
- Roanoke River Partners started their operations through mayors of nearby towns working together to raise funds.
- The platforms could be constructed and maintained by the County government, a nonprofit organization, or a private business (or some combination).

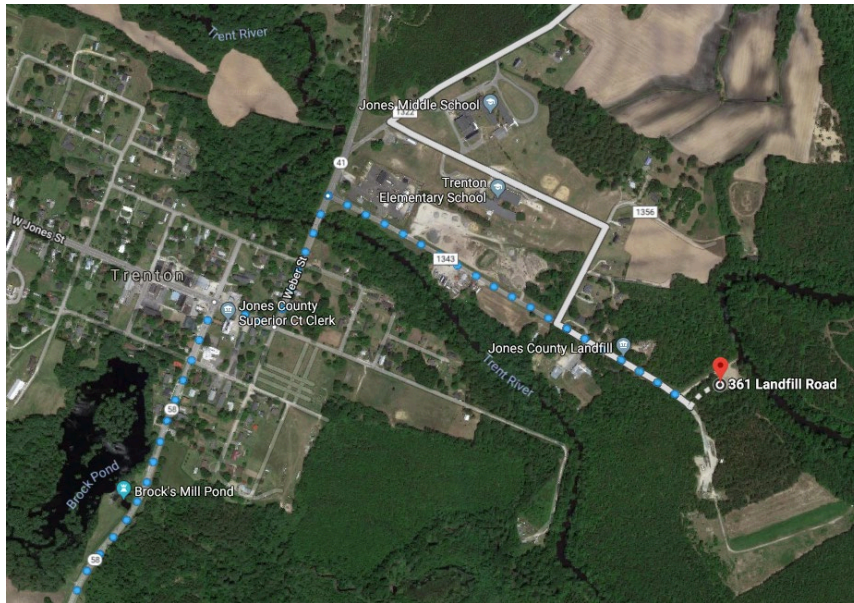
POSSIBLE LOCATIONS

Other camping platforms operating in North Carolina are housed on a variety of lands including owned and leased (from cities, private owners, and wildlife trusts). The Foscue Plantation and the NC State Highway Commission each owns land just east of downtown Pollocksville and could be approached to consider leasing of land for platforms. Jones County owns land on several locations along the Trent River including those listed below. All three sites have good water access and, with recent clearing activities completed on the Trent River, are easily navigable by water in either direction.

153 Highway 41 East, 0.4 mile distance from downtown Trenton:



361 Landfill Road, 0.8 mile distance from downtown Trenton (includes a boat ramp maintained by NC Wildlife Resources Commission)



1398 Plantation Road 7.5 miles west of downtown Trenton



Additional recommended locations would be within a short distance from either the Pollocksville boat launch or downtown Trenton, so:

- campers can take advantage of nearby amenities such as dining, shopping, and restroom/shower facilities (when built)
- providers of delivered supplies or meals (see above under “additional business opportunities”) can easily reach the sites by boat.

ARTS & CULTURE TOURISM

The Phase 1 (Discovery) report categorized Jones County arts & culture assets into three main categories:

- Visitor-Friendly Events
- Arts & Culture Retail
- Food & Beverage (also included: Lodging)

VISITOR-FRIENDLY EVENTS

Trenton Fire Department Auction

This event currently takes place on the second Saturday in January, one of the least traveled weekends of the year (considered the “dead zone” in the tourism industry).

- Move the event to **March/April** (spring break for NC) to likely attract more out-of-town visitors while also expanding the event to include more outdoor activities that could generate revenue (arts/crafts, plant sales, food trucks, carnival games, etc.). The event could feature art produced by local artists including high school students, coordinated by the Jones County Arts Council.
- Rename the event Trenton Fire Department **Pig Pickin’** (wordplay for selecting pigs at auction and pulling pork BBQ).
- Add a **BBQ Cook-Off and/or Biscuit Bake-Off** competition element to attract more people from around the region.

Maysville Summer Festival

Girl on the Roof saw signage for the Maysville Summer Festival on a drive through the town, which we believe takes place in August, but we were unable to find any information about the 2018 festival online (including on the Jones County and Town of Maysville websites). Without any details on what this festival includes or where exactly it takes place, it’s difficult to make recommendations that will make it more attractive to tourists.

- In order for events to attract visitors (and revenue from outside the county), they must be easily found on websites and in social media.
- A thematic Summer Festival – like the **Ice Cream Festival** (with various ice cream and shaved ice concoctions) – could be a great way to attract vacationers from Emerald Isle and surrounding areas.

Jones County Heritage Festival

This event was scheduled for September 15, 2018 in Trenton. Per the website, “Jones County’s Heritage Festival is a celebration of rural agricultural life in southeastern North Carolina. The day begins with a parade down Jones Street. The festival features hands-on heritage skills and activities including looping tobacco, basket making, taxidermy, hand shelling corn, making butter, milking a cow, spinning yarn, quilting, farm animal petting zoo, trapping, and grinding corn.”

- This event is perfectly suited for the County and should be promoted throughout the region as a family-friendly, fun, cultural, and educational experience. The festival should be prominently featured on the County website and promoted through paid social media posts targeting a geographic radius inclusive of Wilmington, Raleigh, Durham, and New Bern, to help attract revenue from outside the county.
- In addition to the activities described above, the Heritage Festival could also include produce and plant sales, locally made jams and honey, caricature drawings, period games (e.g., ring toss, hula hoop), and people dressed in period costume sharing stories in character from a small stage (this may be a great opportunity for high school students). This could include a reenactment of a “singing preacher,” harkening back to a tradition in this part of the country.

Jones County Fall Festival & Chili Cook-off

Girl on the Roof recommends that Jones County host this new event over a weekend in late October at the Pollocksville Boat Launch and surrounding areas.

- The event could feature a staged pumpkin patch (for family photo opportunities and for pick-your-own pumpkin sales), pumpkin-carving contests (including different age groups and categories), a fall plant sale, fall craft sale, art sale (including art created by high school students), fall flower arrangement competitions and sales, a bake-off, and produce competitions and sales (which would encourage residents to grow their own produce).
- A **chili cook-off** could attract budding chefs from around the region to compete for prizes and glory.
- Offer ticketed **round trip boat tours** up the river from the Pollocksville boat landing with a naturalist and/or historian guide. There could even be staged historical reenactments (rosin harvesting, a Civil War campsite, etc.) along the banks to make the tour more interesting. (From year to year it would be fun to get owners of waterfront property to compete for the best display.) For additional excitement, some tours could even be staged as war-era “military missions,” where each person aboard the vessel is assigned an identity and a responsibility (navigator, watchmen, first mate, etc.).
- In the evening, the waterway tours could become **Haunted Historical River Tours** up the Trent River from Pollocksville. The tours could include ghost stories and reenactments along the banks, while referencing Civil War battles that took place in the County.

Outdoor Concert Series

Although concerts do take place around the county from time to time, they are not easily discoverable by visitors because of the lack of integrated communication efforts (e.g. Jones County website and/or county-wide social media account).

- An **outdoor concert series** could take place at the Pollocksville boat launch or another location around the county on a regular schedule (e.g. first and third Wednesday of the month throughout the summer). By avoiding Thursdays, Jones

County could hire some of the same musicians used by Emerald Isle in their summer concert series.

- The concerts could be free and/or suggest a minimum donation to benefit preservation initiatives around the county, local schools, river platform construction, etc. Food, beverages, and even some arts and crafts could be sold for revenue generation.

ARTS & CULTURE RETAIL

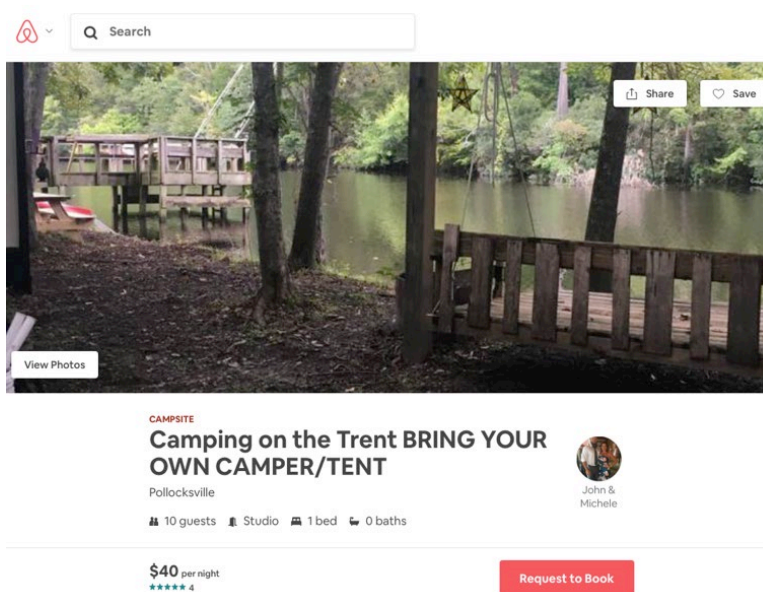
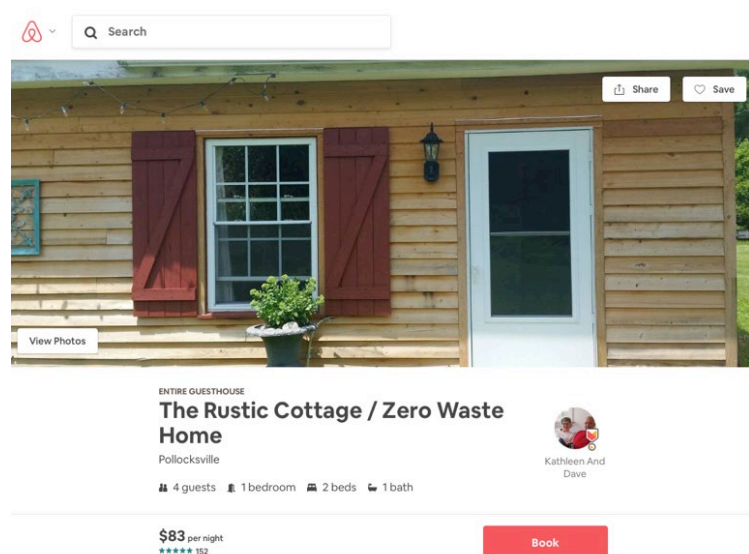
- Identify local artisans (quilters, woodworkers, metal workers, potters, painters, photographers, jewelry makers, textile artists...) who can create product for seasonal events and festivals and for new retail stores in strategic locations (downtown Trenton and Pollocksville near boat launch).
- During peak season weekends, when thru-traffic is heaviest, post signs outside the retail locations that promote “LIVE LOCAL ART demonstrations NOW” (with artists working inside or just outside the location – like a painter or jewelry maker). This can also be an attraction at festivals and during summer weekends. This could also be done at places like Brock’s Mill Pond, adjacent to a produce stand, to entice visitors to stop on their way to/from the beach. Visitors enjoy meeting artists and watching them work.
- Tap into grants that promote regional artists, like www.ncarts.org/invest-arts/grants-artists/regional-artist-project-grants.

FOOD & BEVERAGE

- The mobility of a **food truck** operation (e.g. a specialty line of BBQ sandwiches and tacos) has great application in Jones County, allowing owners to take the food to where the audience is. (For example, a food truck could serve breakfast at White Oak River Campground, lunch at the Pollocksville Boat Launch, and dinner at a special event at Brock’s Mill Pond.) A food truck can also operate in other counties, which is another way to attract revenue from outside Jones County. Food trucks also have a **lower start-up cost** and a higher success rate than traditional brick-and-mortar restaurants. The average estimated [food truck startup cost is](#) around \$100,000 including the truck, inventory, and equipment. [Pre-owned food trucks](#) are available at various price points (for as little as \$35,000). By 2020, [forecasts](#) indicate that food trucks sales in the United States could approach nearly one billion dollars.
- Other **restaurant** concepts have been recommended throughout this report. Concepts serving breakfast, lunch and dinner – while sourcing locally harvested produce and meats – would be appealing to residents as well as tourists.
- See other food and beverage recommendations made elsewhere in this report.

LODGING

At this time, Girl on the Roof does not believe the demand is currently sufficient to justify the investment in a full-scale hotel in Jones County. But given the number of homes that are vacant in the county, lodging could be expanded through use of vacation rental by owner services like AirBNB and VRBO/HomeAway. These in-county accommodations (which can be creative – like a treehouse or a luxury RV/camper) carry revenue potential for the property owners, for contractors (doing renovations and upkeep), for cleaning companies, and for surrounding businesses (including restaurants and shops). There are currently only five properties in Jones County listed on AirBNB and none on VRBO. Two examples of AirBNB listings are below. One is a whole-house rental. The second is a creative use of riverfront property, seeking campers.



AGRICULTURAL TOURISM

A significant portion of Jones County land is dedicated to agriculture, making it a significant asset when evaluating tourism opportunities. The agriculture is currently comprised mostly of forest/reserves, large agro companies (mainly livestock), and crops suitable for livestock feed. Most of the farmable land is private and in use. However, strategic shifts could help leverage agriculture as a tourism driver for the county. Approaches include:

- maximizing the presence and investment of large agro companies
- creating and supporting small businesses associated with agritourism
- creating products and experiences aligned with tourism
- reducing risk associated with livestock (e.g. pollution, disease) and pesticides (e.g. Roundup)

More specifically, these strategic shifts are geared toward creating products, experiences, and amenities that will drive residents and visitors to spend money in Jones County. These opportunities include:

- development of niche products
- enhancement of grocery store offerings
- creation of restaurant/third space (eating/drinking) experiences
- participation in regional farmers markets
- development of rotating, seasonal agritourism experiences
- providing support to other tourism related initiatives, such as camping platforms on the Trent River

NICHE PRODUCTS

Strategic crops can be planted, harvested, and sold for consumption or for integration in niche products. These crops should meet a particular market demand, align with tourism, and provide a branding opportunity for Jones County. Examples could include:

- **Hops for beer.** Breweries and microbreweries represent a popular trend in North Carolina, contributing an estimated [\\$1.2 billion](#) annually, including \$300 Million in annual wages and 10,000 jobs. An estimated 38% of NC craft brewery patrons are [tourists](#). The industry has particularly sparked [growth in small towns](#) across the country. The growth in this business sector has produced a [hops shortage](#). Hops grown in Jones County could be used by local, regional, and state-wide breweries.
- **Organic crops for consumption.** There is very little organic farming in Jones County. Following the use of pesticides, it can take up to three years for a plot of land to become suitable for organic farming. But the long-term payoff could be significant. Consumer health advocates increasingly encourage consumption of organically grown foods. If Jones County makes a commitment to increase the percentage of organic farming plots, there is an opportunity for the county to become a leader in organic farming techniques in eastern NC. Funding opportunities, like the [2019 Farm Bureau Ag Innovation Challenge](#), can help entrepreneurial farmers. Not only could the county then supply quality produce to local restaurants and grocery stores, it could also become a travel destination for

tourists seeking to learn organic farming techniques. This transition would be a big undertaking, but the time may be right. (See the [case study](#) of how Puerto Rico redesigned its agricultural industry.)

- **Organic crops for product use** (e.g. production and/or dying of textiles). Hemp is an example of a versatile crop that can be used for textiles and in arts/crafts that could be sold in stores throughout the county with “locally produced” emphasis.
- **BBQ & hot sauces.** Given the strong reputation of North Carolina barbeque and the significant number of livestock farms and processing plants in the area, the development of line of barbeque and/or hot sauces made from local ingredients would be a natural fit for the area.
- **Jones County Brew.** Third Rock Brewery could create a local brew that is crafted with input from local residents. Offer at various venues, events, grocery stores, etc.
- **Furniture.** Custom tables and/or home accessories could be made from locally sourced timber and coquina.
- **Honey and honey-based confections.** There are a number of bee keepers in the area, but little if any of the honey is not sold commercially. Jones County has an environment suitable for the propagation of bees; this could be further strengthened with additional planting of wildflowers, which would also help beautify the county’s communities. In addition to honey, honey-based confections can be a revenue stream and branding opportunity, especially if associated with an educational experience about the importance of bees.

GROCERY STORE OFFERINGS

- Work with store managers to help **improve grocery store offerings** (including the local sourcing of meats and produce) in order to encourage locals and visitors to shop in Jones County. Promote a “buy local” section within the stores.
- Connect to or foster programs such as the **Lowe’s Foods Carolina Crate program.** This particular program connects local food growers to Lowes’ customers throughout the state. Customers commit to 5- or 10-week weekly crates of fresh produce sourced by local farmers for pickup at their designated Lowes Foods store. Farmers/vendors can sign up [here](#).

RESTAURANTS

- Provide **local** (preferably organic) produce, chicken, and pork to county and regional restaurants.
- Design a **line of homemade ice creams, baked goods, and teas** made from local ingredients (e.g. strawberries, blueberries, herbs) sourced from small, local, or u-pick farms. Restaurants and coffee shops could serve and sell these along with local fruit-infused waters and teas.

PRODUCE STAND / FARMERS MARKET

- A **roadside produce stand** offering local produce could do well in a strategic location (e.g. along major thoroughfare in Trenton) on weekends during peak vacation season. People can stop on their way to/from the beach.
- Provide produce and other Jones County products to **farmers markets** in adjacent counties (e.g. Lenoir County Farmer's Market and New Bern Farmer's Market respectively, which are open on Tuesdays and Saturdays certain times or all year). An example of requirements for vendors can be viewed [here](#).

AGRITOURISM EXPERIENCES

- Establish a centralized **community garden** that provides produce while building transferable skills. Students can nurture a plot as a service project while building entrepreneurial skills. Crops can be sold at stands, farmer's markets and directly to tourists who visit the location. [Regenerate Forsyth](#) is a good benchmark.
- **U-pick operations** with a "specialty crop" (e.g. specialty variety of tomatoes) can attract tourism. Berry farms are most common, but other options exist. For example, [Greentown Farms](#) grows organic hydroponic tomatoes that could attract visitors.
- **Corn maze** operations can attract visitors in the fall, particularly when associated with **pumpkin patches**.

BEAUTIFICATION OF SPACES

- As the Highway 17 bypass is built, work with NCDOT to request **wildflower planting** where possible. This enhances passersby perception of the area.
- Hold a **garden contest** along major thoroughfares with the help of NC State Extension. Include schools (and engage 4H students), downtown areas, strategic tourist hub areas, and other areas that receive thru-traffic. Hold design and maintenance workshops with NC State Extension for community volunteers.
- **Lily farms (or other flowering perennial plots)** could generate revenue through plant sales while simultaneously beautifying the area and creating photo opportunities that could attract visitors (e.g. family portraits, prom photos, engagement photos). While not specifically focused on lilies, [Finnigan's Run Farm](#) is a comparable example of this.

CONSIDERATIONS

- NC State Cooperative Extension and the area's large agro companies have a wealth of collective agricultural knowledge. An **agro business incubator program** with support from these organizations could help a new generation of [entrepreneurial farmers](#) develop the techniques and business skills to be successful.
- Explore **Corporate Social Responsibility** initiatives with large agricultural employers in the County, encouraging them to "give back" to the community. Programs could include participation in economic development initiatives that support startup agro businesses through donation of land, educational initiatives,

and agro incubators. These partnerships could also foster dialogue around community concerns related to contamination, environmental impact, noise and odor issues, and other concerns that could be detrimental to tourism and the economy of Jones County in general.

- Once more infrastructure exists and Jones County has more substantial tourism amenities in place, the development of an **agro-based bed & breakfast** on an active farm on historically significant land could be a business model worth exploring.

EDUCATION PROGRAMS

CONSTRUCTION TRAINING

The U.S. now has [more open jobs than people unemployed](#). The construction industry is [one of the hardest hit](#) by the labor shortage; employers were looking to fill 225,000 openings each month of the first quarter of 2018. One of the reasons for the shortage is that employers are not willing to train young people. With the needs that Jones County has—see recommendations for Foscue Plantation, Brock’s Mill and Pond, Downtown Trenton, Pollocksville Boat Launch, river platforms, and addressing dilapidated structures—construction expertise is going to be a key part of developing and expanding monetizable tourism assets for the county. The best way to ensure that the dollars for these important activities stay in Jones County is to have the work performed by its residents.

The [Jones County Center](#) of Lenoir Community College could be a great partner to offer coursework related to residential and commercial construction and restoration, bolstered by practical training with county employers. This could result in new and vital vocational expertise that can strengthen the county’s infrastructure while also building wealth within the county.

SUPPORTING SMALL BUSINESSES

The 2013 Jones County Land Use Plan referenced “**Encourage local entrepreneurship**” as a strategy for diversifying and increasing the local tax base. In the Phase 1 Report for this Project, Girl on the Roof noted the national trend in creating new jobs over the last decade has largely depended on small businesses. Hoping for a large “white knight” manufacturer to come to Jones County and create hundreds of new jobs is not a pragmatic approach to economic development.

The more probable engine for growth, both in terms of economic development generally and tourism specifically, is entrepreneurship. New businesses (like those mentioned in this report) are crucial to the economic sustainability of Jones County and its residents. Public-facing businesses that **intentionally meet the desires of both visitors and residents** will be more successful.

Restaurants are one clear area of opportunity, but successfully operating a restaurant requires more than knowing how to cook and having a place to serve the food. Stakeholders commented to Girl on the Roof that past restaurants in Jones County have opened and quickly failed because the owners simply did not have experience running a restaurant and had unreasonable expectations for how long it would take to become profitable. Discussion also revealed differences in opinion about the kind of spaces (size, location, amenities) necessary to develop a successful and sustainable restaurant.

LENOIR COMMUNITY COLLEGE JONES COUNTY CENTER

To address the knowledge gap, as well as to stoke the fire of other potential county entrepreneurs who may have new businesses in mind, it would be beneficial to offer and promote entrepreneurship and general business classes and mentorship programs in Jones County. The county could even offer a business incubator program for tourism-related startups. This could be coordinated in conjunction with [Lenoir Community College Small Business Center](#) and operated out of LCC's Jones County Center in Trenton. Classes offered could cover vital topics such as:

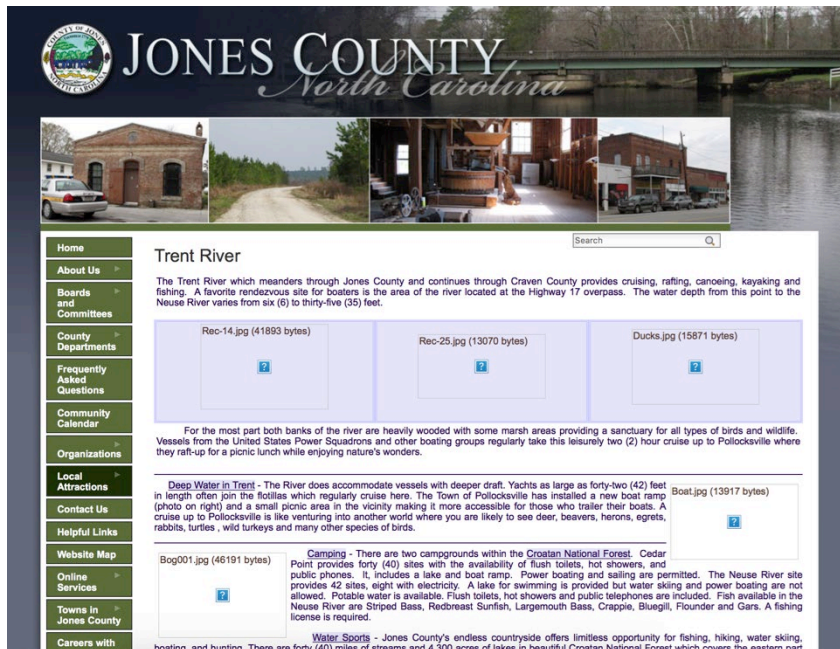
- writing a business plan
- funding a business, including access to state and federal grants, funds, and tax credits
- incorporating and business registration
- branding and marketing
- business development
- customer relations
- budgeting, accounting, and tax planning
- HR issues including hiring and firing

SCORE (BUSINESS ASSISTANCE)

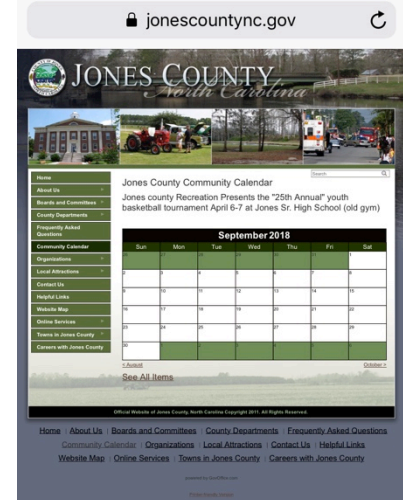
Jones County entrepreneurs could also avail themselves of the resources of [SCORE](#), a national nonprofit supported by the U.S. Small Business Administration that offers free, confidential business advice and counseling as well as modest fee-based workshops and an online library of how-to articles and templates. SCORE has a [Coastal Carolina branch](#) located in New Bern.

COMMUNICATIONS & PROMOTION

The recommendations below are not intended to comprise a comprehensive marketing strategy, which would be outside the scope of this project. Rather, these recommendations are provided with the intention of expanding the Town's communications efforts to more effectively reach and attract a broader audience of people from outside Jones County. Girl on the Roof recommends the development of an integrated marketing plan after the County has selected specific initiatives to pursue.



Desktop view with broken links and missing photos



Mobile experience is difficult to navigate. Calendar is empty, does not feature Heritage Festival.

WEBSITE

- The current Jones County website (www.jonescountync.gov) is **outdated** (featuring events and announcements from 2017), **incomplete**, and has countless **broken links**. Many of the "Local Attractions" are closed, and other attractions and amenities are not included. This reflects poorly on the county as a whole and makes the county less welcoming to visitors.
- The majority of the website is **not responsive** (meaning it is not easily navigable from a mobile device, which is the most likely device to be used by a visitor).
- The Jones County website **calendar lists no events**, not even the Heritage Festival. Similarly, town website calendars (www.townofmaysville.org, www.townofpollockville.com, and www.townoftrenton.com/calendar-1) list no events. This makes it impossible for visitors to identify events in the area that might be worth attending.

- A **consolidated county-wide website** with a single events calendar (see as an example www.visitfarragut.org/events) and town-specific pages detailing resident services would be a more efficient use of resources and would present a better image of the county and its towns to prospective visitors, residents, businesses, and investors.
- The new website should promote the County's assets, events and activities in a way that inspires residents and **welcomes potential visitors**. For example, the web site could list the best locations for photo buffs (including Brock's Mill) and the best location to watch the sunrise, sunset, and a meteor shower.
- The website should have a landing page for key assets within the county, particularly if those assets don't have an existing web page (e.g. Brock's Mill). Those pages should have photos, information about the asset/experience, hours, ticket information, etc.
- The new website can suggest **itineraries** for families, history buffs (a driving tour of the county including audio recordings sharing history of sites, perhaps told in the voice of a real or fictitious person from the past), nature-lovers (including endangered species living in the County and how/where to best see them), adventure-lovers (including articles posted by adventurers with videos they've taken of their adventures), and more.

JONES COUNTY VISITOR GUIDE

- Create a free printed (and online/downloadable, from the website) visitor's guide / brochure that is available at all public-facing (retail, dining) businesses. The guide can also be distributed to guests at White Oak River Campground and Jimmy Weinert Motocross. The guide should contain information that is helpful for visitors and promote local dining and retail in the area, so visitors can more easily spend money in the county. Some content could include (all of which should also be included on a consolidated website):
 - historical information about the area
 - a map of the area noting sites of interest
 - suggested walking and biking paths
 - recreational opportunities (with phone numbers, addresses, and website URLs for more information)
 - best viewing locations for sunsets, sunrises, and meteor showers
 - notable retail/dining offerings
 - locations of amenities and grocery stores
 - coupons or discounts
 - emergency contact information (nearest walk-in clinic and hospital)
- A sample of a similar concept can be found at www.visitrockinghamcountync.com.

TOURISM-RELATED REVIEW SITES

- Promote the County's assets on **Trip Advisor, Yelp**, and other sites that are very commonly used by people planning visits to new areas. Include photos and reviews from locals and visitors.
- Remove expired assets on these sites.
- Offer specials/discounts during peak tourism seasons (summer, spring break).

SOCIAL MEDIA

- Promote assets on **social media**, but don't rely on a social media page to solely represent an asset (e.g. a Facebook page for a park or business). **Independent or collaborative websites** (even simple ones) ensure that the county's assets are not overly dependent upon public trust/favor with a particular social media outlet. Social media should be used to promote (not replace) a web page. Also, by only including asset or event information on Facebook, you limit your exposure to people with a Facebook account, which creates an unnecessary barrier that limits the audience.
- Consolidate visitor-friendly event/asset promotion for the County using a **single social media account** (per channel), making it easier for visitors to follow and engage. Use those accounts to promote events and assets in the county that can contribute to tourism. Facebook allows for the consolidation of multiple accounts in order to keep existing followers.
- Social media is not a one-way communication stream. It's most effective when it engages the audience. Jones County should develop campaigns that encourage engagement and **user-generated content** with usage of **hashtags**. For example:
 - Have a photo contest at Brock's Mill Pond, encouraging people to stop and take "artsy" photos and post them on Instagram with hashtag #brockmill.
 - Start an **Open Spaces campaign** and challenge residents and visitors to find the best location in Jones County for experiencing sunrises and sunsets. Have them snap a photo and put it on Instagram or Facebook with #jonesconc #openspaces.
 - Start a **Something in the Water campaign** and encourage people to get out into the waterways of Jones County, posting photos and videos and using #jonesconc #somethinginthewater.
- Strategic usage of **promoted posts** ("boosts") on Facebook for special events (like the Heritage Festival) will help increase awareness of events among audiences outside the County. These boosts can target specific demographics and geographic areas (like New Bern, Kinston, Jacksonville, Wilmington, Durham) without a large associated cost.
- Jones County should establish a consolidated **YouTube channel** with searchable videos that promote assets in and around the County (e.g., river platforms, historical sites, Third Rock beer tastings).



SIGNAGE

- The towns in Jones County have different messaging on posted flags, some of which are confusing and inconsistent (even within the same towns). While it's good for towns to have their own identity, uniting the county under common messaging can help maximize resources and better promote the county's assets.
- It's important to consider the perspective of visitors passing through the county. The Phase 1 report noted the lack of amenities commonly sought by visitors – like restrooms. Some amenities do exist but lack **clear branding**. For example, “Grilling Buddies” in Pollocksville sounds like a burger joint (of which there are already multiple chain options), not the charming homestyle cooking gem that it is.
- Other amenities lack clear signage that would be **visible to a passerby**. For example, a resident said that there is a produce stand in Jones County, but Girl on the Roof team members were unable to find it on multiple visits.
- **Wayfinding signage** could be installed **to direct to and cross-promote tourism-related assets**. For example, a sign near the Pollocksville boat launch could direct to Foscue Plantation. A sign at a new playground in Trenton could direct to the Maysville splash pad. Although these are not themselves revenue-generating, they could keep visitors in the county longer and increase the likelihood that they would choose to shop or dine on their visit.

PUBLIC RELATIONS

- Encourage a **“buy local” campaign** specifically designed for Jones County. Consider a seal of some sort that can help brand local produce and products. See [NC 10% campaign](#).
- Continue to submit water samples annually into the [NC Water Taste Contest](#) in order to keep current the claims of the best tasting water (Jones County won in 2015). Seek national water tasting competitions (e.g. [Berkeley Springs International Water Tasting](#)).
- Promote Heritage Day and other large-scale events to news outlets outside the county (e.g. Raleigh News & Observer, Wilmington Star News, Public Radio East).

APPENDIX A: AUDIENCE PERSONAS

Mickey Motocross

Mickey, 39, is an electrician living in southern Virginia with his family. Mickey's wife, Jessica, homeschools their children Chris, 14, and Lucy, 12. Chris is an avid motocross enthusiast and wants to race in the AMA Motocross Championship series when he is older. Mickey and Jessica are surprising Chris with a week of motocross training for his 15th birthday and are looking at training facilities within a one-day drive of their home. Mickey works long hours and likes to make up for that through vacation experiences the family can enjoy together. They frequently camp, hike, and hunt and have gone deep-sea fishing in past years. They co-own a fifth-wheel camper that they usually take on vacation so they can spend money on things they want to do and see rather than on where they are staying. It's a plus when Jessica can plan a trip that includes educational opportunities, so they keep an eye out for locations that have interesting wildlife, science, and historical angles. Lucy is not interested in motocross like her brother. She would prefer ice cream and a trip to the beach.

What motivates Mickey: creating fun, affordable, and memorable family experiences, making the most of time off from work

Decision-making criteria: good value/investment, within a day's drive, RV hookups, other things to do in the area (particularly to help with Jessica's homeschooling of the kids)

Information sources: friends, family, Pro Motocross Facebook page, *Motocross Action* (and its companion YouTube channel), Fox News

What Mickey says: "Family fun is priority one."

Why Jones County would appeal to Mickey: With several competing facilities in South Carolina, Georgia and Florida, the Jimmy Weinert Motocross Park & Training Facility (JWTF) in Maysville is the closest to Mickey's home. JWTF also has RV hookups. The Croatan National Forest and the Trent and White Oak Rivers provide ample wildlife and outdoor opportunities.

What Jones County could do to attract Mickey: (1) Open more stores, particularly grocery stores, in Jones County with better selection. While he might visit Piggly Wiggly for a few crucial items, most visitors to JWTF do their shopping in Jacksonville. Other attractions would include a centrally located and regularly open coffee shop and an ice cream parlor. (2) Since people like Mickey and his family visit JWTF throughout the year, sometimes for weeks at a time, it would be helpful to receive a list of local resources upon check-in at the training facility. (3) Include on the resource list information about visiting Foscue Plantation and scheduling a personal historical tour (e.g., with Dennis Jones through the Jones County Historical Society).

Jones County's message to Mickey: Come make memories in the beautiful outdoors! Stay at Jimmy Weinert Training Facility, hunt and hike the Croatan, paddle the White Oak and Trent Rivers. We'll keep you stocked and busy.

Hunter Hal

Hal, 54, is a divorced and semi-retired truck driver that lives in Blount County, Tennessee. His first memory was receiving a pellet gun from his grandfather for Christmas when he was 5. A half-century later, Hal still thinks of his grandfather when he pulls out his rifle or bow in search of big game. He and his buddy, Freddy Fisherman, often spend holidays together in the great outdoors, usually staying in inexpensive hotels or camping if the weather is fair. Sometimes Hal will go alone and enjoy the solitude. He feels most content when he is in the woods or wading through a creek in pursuit of elk, deer, or bears. He's been known to go after alligators, too, and has the custom boots to prove his prowess. He considers hunting to be the truest form of conservation, preventing any one species from growing too large and preserving nature's sacred balance.

What motivates Hal: new gear (like his tick-repelling socks), testing his wits and reflexes against nature (and other outdoorsmen), exploring outdoor beauty, adrenaline from potential danger, getting "off the grid"

Decision-making criteria: good reviews/recommendations from people he knows or respects (like guys at the gun range and local outfitter), no frills, reliable experience

Information sources: friends, family, outfitters, trail guides, *Outdoor Life*, *Shooting Times*, *Bow Hunter*, Outdoor Channel, The Sportsman Channel, Fox News

What Hal says: "A bear less than 400 lbs. doesn't count"

Why Jones County would appeal to Hal: The Croatan National Forest is one large hunting ground (except for Sundays). There's deer, birds, bears, alligators, snakes, as well as enough fish to make an easy meal and to convince Freddy to come along.

What Jones County could do to attract Hal: Provide as many rural camping and lodging resources as possible. He camped on a riverside platform once while hunting in Georgia and found it to be a nice change of pace from the rocky ground for which he usually settles. An existing store could be supplemented as an outfitter to provide gear and supplies as well as coordinate food and necessity package drop-offs at designated places and times during Hal's stay.

Jones County's message to Hal: Test your mettle against the wildest of wildlife.

The Callahan Clan

Jack and Linda Callahan are planning their annual summer family beach trip. They have a house rental for a week in Emerald Isle, NC, which they will share with Jack's brother, Peter, and his family. Check-in isn't until mid-afternoon Saturday, but they are breaking up the drive from Lexington, KY at a hotel in Burlington, just 3.5 hours from the Crystal Coast. Jack is an early riser, so they'll be in the car by 8:00am. Since they can't check in until 4:00, Linda would like to plan some stops en route to entertain their kids (ages 7, 11, and 13) and pick up some grocery necessities (milk, eggs, beer, a bottle of wine, bread, maybe some local produce) to avoid the long lines at the beach grocery stores. A lunch and restroom stop, followed by ice cream, would be a win. Linda is also on the lookout for things to do in case of rain, sunburn, or red flags on the beach: maybe a museum, an escape room, or kayak rentals. Her middle child is more interested in photography than the beach, so some interesting photo stops would be appreciated.

What motivates the Callahans: doing things together as a family, staying physically active (especially outdoors), experiences "off the beaten path," educational opportunities

Decision-making criteria: good reviews, cost-effective, fun learning experience for all ages

Information sources: MSNBC (TV and app), NPR, family, friends, co-workers, social media, web searches, government (national/state parks and town/county) websites, Trip Advisor, Yelp, Pinterest

What the Callahans say: "Let's have fun and make memories."

Why Jones County would appeal to the Callahans: rivers to kayak, forests to explore, interesting history and photo opportunities

What Jones County could do to attract the Callahans: Provide easy ways (incorporating good signage) for them to make a pit stop and spend time and money on food, shopping, recreation, and learning opportunities (history, ecology...). Examples include a restaurant serving brunch/lunch, an ice cream shop, Saturday operating hours for Foscue Plantation, kayak rentals (and assistance for newbies), and a fishing store where they could buy or rent fishing gear.

Jones County's message to the Callahans: We offer plenty of family fun.

Manny Marine

Sergeant Manuel (Manny) Ramirez, 25, is a Marine stationed at Camp Lejeune in Jacksonville, NC. He was transferred there six months ago with his wife, Gina, from his former post at Camp Pendleton in California. They are eager to explore their new surroundings and continue their active lifestyle during Manny's periodic time off. They love the beach and regularly visit nearby Emerald Isle and Morehead City, but they enjoy camping and hiking, too, and are investigating places they could visit that aren't far from the base. He's heard there are camping shelters available to active duty military on the Trent River near Oak Grove Marine Corps Outer Landing Field near Pollocksville. Manny and Gina enjoy water sports and would like to explore area waters by kayak on the weekends. Gina likes to pamper herself with a manicure/pedicure from time to time and enjoys a glass of wine while listening to local live music. Both Manny and Gina enjoy craft beers and seek out local breweries.

What motivates Manny: serving his country, spending off-duty time with Gina, exploring new places (particularly outdoors), supporting local businesses and experiences

Decision-making criteria: easy access to information (more time doing, less time researching), variety and options, opinions from other Marines, low-cost

Information sources for Manny and Gina: friends and fellow Marines, YouTube, BuzzFeed, podcasts about inexpensive outdoor adventures, Instagram, Snapchat, *Marine Corps News* (marines.mil), marinecorpstimes.com, other internet searches

What Manny says: "Let's have an adventure."

Why Jones County would appeal to Manny: In addition to the military camping space near Oak Grove Marine OLF, White Oak River Campground offers camping, kayak rentals, and disc golf. Third Rock Brewing offers local beer, though it can be hard to visit. The Croatan National Forest provides ample hiking, and Jones County's rivers are teeming with striped bass, brim, perch, crappie, and redbreast sunfish.

What Jones County could do to attract Manny: Offer clear and well-publicized resources: A tasting room (if only just on weekends) for Third Rock Brewing, a nail salon, a regular outdoor concert series (e.g., at Pollocksville landing) with onsite food truck and beverages. Advertise camping packages for military families including campsite, catering dinner/lunch from Vel & Mel's, and kayak and fishing gear rentals.

Jones County's message to Manny: There's a lot to explore here.

Dahlia Descendant

Dahlia, 37, is an accountant living in northern Georgia with her husband, Derek, and their two children. When her grandmother died, she discovered a trove of family letters that gave her new glimpses into her ancestral roots. They contained anecdotes about relatives who had lived and worked as enslaved persons on plantations in eastern North Carolina. Dahlia has friends who have tracked down family members through genealogy websites, and she is interested in visiting the state to connect with her own history. She has read and seen movies about southern plantations but never visited one. She is equally excited and nervous about walking the soil her ancestors worked, but she believes that it is an important part of understanding her own identity. Dahlia enjoys learning everything she can about a place and looks for museums, local storytellers, libraries—anything she can uncover to truly understand and appreciate her surroundings.

What motivates Dahlia: time with family, a sense of identity, understanding her roots and place in history

Decision-making criteria: Can I learn from/through this? Does this help me gain a truer understanding of the world?

Information sources: CNN (TV and app), theroot.com, History Channel, *Atlanta Journal-Constitution* website (ajc.com), ESPN and ESPN.com, Facebook, YouTube, blavity.com, ancestry.com, family correspondence/anecdotes, internet searches

What Dahlia says: “The truth will set you free.”

Why Jones County would appeal to Dahlia: Jones County has rich historical roots going back to its founding in the early 1700s including the indigenous Tuscarora tribe and Swiss and German settlers, as well as other European and African descendants from the plantation and Civil War era. Jones County Historical Society and nearby Heritage Genealogical Society in Kinston provide information related to county land and architectural, cemetery, and plantation records. They also can provide connections to historians for in-person tours.

What Jones County could do to attract Dahlia: Organize its historical and heritage resources into packaged itineraries including tours of local sites, buildings, and artifacts using paid hosts/guides with entertaining and informative stories. Host heritage events including historically accurate recreations, food tastings, authentic period dress and music, and demonstrations of locally important activities such as farming, tar/rosin production, food preparation, etc. Longer fact-finding stays could generate additional revenue with restaurants (open for dinner) and Airbnb or VRBO accommodations in the county.

Jones County’s message to Dahlia: Your history is our history.

Nick and Nancy Newbern

The Newberns are empty nesters living in nearby Craven County, NC. They retired to New Bern two years ago from Ohio and have thoroughly enjoyed being closer to the beach and having a place that children and grandkids like to visit for vacation. Nick, a retired school principal (and history teacher), and Nancy, a former HR executive, love traveling and experiencing places “like the locals do.” They research travel guide books, read tourism blogs, take notes of their friends’ travels, and strike up conversations with locals in towns they visit to ensure they know exactly what to see, where to stay, and what to eat. As history buffs, they combine their travels with stops at noted sites, stopping to read historical markers, visit museums, and see places where interesting events took place.

What motivates the Newberns: making the most of every moment, seeing new places and doing new things, understanding history and its relevance to current events

Decision-making criteria: good reviews/recommendations, historical interest and accuracy, quality, price, comfort and amenities

Information sources: internet searches, family, friends, *AARP the Magazine*, Trip Advisor, History Channel, *Good Morning America*, HGTV, PBS, Discovery Channel

What the Newberns say: “Understanding history helps us understand the present.”

Why Jones County would appeal to the Newberns: Jones County is a short drive from New Bern, but it feels like a different world, with endless forests, beautiful and secluded waterways, early American architecture and artifacts, and Civil War sites. Untold stories abound for those willing to listen.

What Jones County could do to attract the Newberns: Provide interesting shopping including antique shops carrying genuine period items from the last two centuries and arts and artisan shops featuring local works. Provide a guided history tour of the county with a local historian. Move the heritage festival to the Pollocksville boat launch and add waterway trips featuring a knowledgeable tour guide discussing local history and wildlife. Additional features could include periodic costumed actors along the banks to accentuate parts of the local stories. A small but well-appointed heritage room could be added (perhaps utilizing the former and now unused train depot in Maysville) to help visitors interpret the historical context of Jones County using photos and artifacts.

Jones County’s message to the Newberns: Experience history close to home.

Anthony & Amanda Adventurists

Anthony, 28, is a personal trainer living in Richmond, Virginia. He is planning a trip with his long-time girlfriend, Amanda, who recently graduated with her nursing degree. They enjoy television shows about people who use their wits and survival skills to live off the land and have thought about auditioning for the Discovery Network show *Naked and Afraid*. They eat organic and vegan and pursue extreme sports throughout the year like hang gliding, snowboarding, and white water rafting. Anthony and Amanda have been reading about tree camping on outdoor adventure sites—sleeping suspended off the ground between trees—and are interested in trying it out and doing some exploring through hiking and kayaking.

What motivates Anthony and Amanda: time together, exploring the outdoors, the thrill of trying something new that pushes their physical limitations and tests their fears

Decision-making criteria: physically demanding, inexpensive, earth-friendly, mildly dangerous (but not stupid) activities; doing something their friends have not tried

Information sources: Mic, Adventure Sports Network, Discovery Network, *Fitness Magazine*, AllTrails Hike, Bike & Run app, *The Adventure Blog*, podcasts specific to outdoor adventurers (“The Dirtbag Diaries,” “The Sharp End”)

What Anthony and Amanda say: “Living on the edge is a lot more exciting.”

Why Jones County would appeal to Anthony: White Oak River Campgrounds for comfort camping; Croatan National Forest for extreme (tree) camping, hiking, encountering wildlife, and riding the Black Swamp OHV (off highway vehicle) trailhead; kayak rentals; fishing in the Trent and White Oak Rivers

What Jones county could do to attract Anthony: Provide camping platforms along the Trent River that can only be accessed by kayak. Offer organic/vegan-friendly food options at restaurants and grocers; ideally these would deliver to their camping platform. Provide off-roading vehicle rentals and trail guides. Expand accessibility to Third Rock Brewing and offer regional craft beers on tap at local eateries.

Jones County’s message to Anthony: Seek your next adventure in Jones County.

Bill Birder

Bill, 67, is a retired engineer from Ohio. He enjoys bird watching and travels across the country in search of unique (and, often, endangered) birds. He's made past journeys to California to view the California Condor, to Texas to see the whooping crane, and to Michigan for the Kirtland's warbler. After hearing of the Red-cockaded Woodpecker that is native to Jones County, he decides to make a trip to North Carolina to get a glimpse of the endangered bird. Bill plans to spend five days exploring local wildlife. He would like to bring along his 14-year-old grandson, Ben, camp in his beloved and well-traveled camper, and share whatever recreation they can find together.

What motivates Bill: bird watching, traveling to new places, learning/discovery opportunities, relaxing in the outdoors, spending time with his grandson

Decision-making criteria: cost-effectiveness (including the ability to stay in his own camper), likelihood of seeing something he's never seen, activities that Ben will enjoy

Information sources: his local senior center, the Audubon Society, eBird, American Birding Association, the library, the internet and birding blogs, daily local newspaper, *Newsweek*

What Bill says: "I sat behind a desk too long. I am retiring to nature."


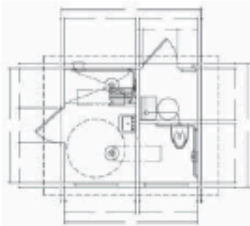
Why Jones County would appeal to Bill: RV hookups at White Oak River Campgrounds, bird watching in The Croatan National Forest (Red-cockaded Woodpecker), historical sites, kayaking, disc golf, fishing, and hiking

What Jones County could do to attract Bill: Provide information on the Jones County website about local sites and their historical significance, local flora and fauna, camping options, scheduling local tours (history, ecology...), fishing boat and kayak rentals, etc. Offer grocery stores with fresh meats and produce for grilling, inexpensive restaurants serving dinner, and a good ice cream shop.

Jones County's message to Bill: Step into nature and explore its beauty.

APPENDIX B: PRE-FAB RESTROOM/SHOWER

Girl on the Roof evaluated multiple pre-fabricated restroom building options. The model below, offered by [CXT](#), was about \$40,000 and includes a shower.

PIONEER				
				Pioneer with chase restroom/shower building. Standard features include simulated barnwood texture walls, simulated cedar shake textured roof, vitreous china fixtures, interior and exterior lights, hot water, modular shower units, off loaded and set up at site.
Base Price		Price per unit	Click to select	
Pioneer		\$ 37,730.00		37,730.00
Added Cost Options:				
Final Connection to Utilities		\$ 2,255.00	<input type="checkbox"/>	0.00
Optional Wall Texture -choose one <input type="checkbox"/> Split Face Block (\$2,255) <input type="checkbox"/> Struck Trowel (\$2,255) <input type="checkbox"/> Stone (\$3,000)				0.00
Optional Roof Texture -choose one <input type="checkbox"/> Delta Rib		\$ 925.00		0.00
Two-Tone Color Scheme		\$ 250.00	<input type="checkbox"/>	0.00
Stainless Steel Plumbing Fixtures		\$ 1,055.00	<input type="checkbox"/>	0.00
Electric Hand Dryer (each)	Qty: 1	\$ 625.00	<input type="checkbox"/>	0.00
Electronic Flush Valves		\$ 1,245.00	<input type="checkbox"/>	0.00
Electronic Lavatory Faucets		\$ 475.00	<input type="checkbox"/>	0.00
Exterior Mounted ADA Drinking Fountain w/Cane Skirt		\$ 3,410.00	<input type="checkbox"/>	0.00
Coin Operated Shower Control		\$ 1,500.00	<input type="checkbox"/>	0.00
Bill Changer		\$ 3,900.00	<input type="checkbox"/>	0.00
Skylight in Restroom (each)	Qty: 1	\$ 425.00	<input type="checkbox"/>	0.00
Marine Grade Skylight in Restroom (each)	Qty: 1	\$ 1,400.00	<input type="checkbox"/>	0.00
Marine Package for Extra Corrosion Resistance		\$ 2,750.00	<input type="checkbox"/>	0.00
Tile Floor in Restroom		\$ 1,750.00	<input type="checkbox"/>	0.00
Fiberglass Entry and Chase Doors and Frames		\$ 2,300.00	<input type="checkbox"/>	0.00
Defense Shield - Anti-Graffiti Coating		\$ 2,500.00	<input type="checkbox"/>	0.00
Smart Building Monitoring System (SBMS)		\$ 6,070.00	<input type="checkbox"/>	0.00
Timed Electric Lock System (does not include chase door)		\$ 2,200.00	<input type="checkbox"/>	0.00
Exterior Frostproof Hose Bib with Box		\$ 385.00	<input type="checkbox"/>	0.00
Paper Towel Dispenser		\$ 85.00	<input type="checkbox"/>	0.00
Toilet Seat Cover Dispenser		\$ 38.00	<input type="checkbox"/>	0.00
Sanitary Napkin Disposal		\$ 425.00	<input type="checkbox"/>	0.00
Baby Changing Station (each)	Qty: 1	\$ 425.00	<input type="checkbox"/>	0.00
CXT Wastebasket		\$ 60.00	<input type="checkbox"/>	0.00
Paint Touch-up Kit - Single Color		\$ 55.00	<input type="checkbox"/>	0.00
Paint Touch-up Kit - Two Tone Color		\$ 60.00	<input type="checkbox"/>	0.00
Total Cost of Selected Accessories from Accessories Price List:				\$ 0.00
Estimated One-Way Transportation Costs to Site (quote):				\$
Custom Options:				\$
Estimated monthly payment on 5 year lease \$ 758.37		Total Cost per Unit Placed at Job Site: (excludes all taxes)		\$ 37,730.00

APPENDIX C: WATERWAY TOUR BENCHMARKING

For the purposes of benchmarking, Girl on the Roof evaluated multiple waterway tours in the areas surrounding Jones County. They are as follows:



CRUISE THE NEUSE (out of New Bern)

- **website:** cruisetheneuse.com
- **ticket cost:** \$30/person (sunset cruise is \$35/person)
- **duration and experience:** 90 minutes, tour of Trent and Neuse Rivers
- **capacity (number of passengers):** 6
- **frequency of operations:** 3 times daily
- **amenities:** covered boat, bring own snacks/beverages, Captain tells stories of history and facts about the area



FERRY FROM HAMMOCKS BEACH STATE PARK TO BEAR ISLAND

- **website:** ncparks.gov/hammocks-beach-state-park
- **ticket cost:** \$5/adult (13 and older), \$3/children 6-12, free for children 5 and under
- **duration and experience:** 20 minute ferry, can stay as long as you like
- **capacity (number of passengers):** ~20
- **frequency of operations:** Memorial Day to Labor Day: every hour Monday and Tuesday and every ½ hour Wednesday through Sunday, from 9:30am to 6:00pm; April and October: hourly Friday to Sunday; May and September: hourly Wednesday to Sunday; No ferry service November through March

- **amenities:** Hammocks Beach State Park facility includes a free small-scale museum, focusing primarily on wetlands and coastal marine life. The vicinity also offers kayak rentals, guided kayak tours, and a variety of other programming for children and adults. The ferry ride was about 20 minutes and led to a landing on the center, intercoastal side of Bear Island. From there passengers could walk approximately 1 mile to the Bear Island beach and facilities (including restrooms, showers, covered picnic areas, and primitive campsites). The island is trash-free, so visitors must take all trash with them. There are no items (e.g., refreshments) available for purchase on the island.

FERRY FROM BEAUFORT TO SAND DOLLAR ISLAND

- **website:** islandferryadventures.com
- **cost:** \$15/adult
- **frequency of operations:** once/day (to capture low tide for optimal conditions to find sand dollars and shells)
- **capacity (number of passengers):** two 20-passenger boats, two 14-passenger boats, one 18-passenger boat, and one 16-passenger boat; Captain has a Master's license (25 years)
- **duration and experience:** 2-2.5 hours (10 minute ride to drop off, then picked up at end and returned to Beaufort marina)
- **amenities:** none (daily longer tours to Cape Lookout and Rachel Carson Reserve include history guide)



PALM COAST TOURS (out of New Bern)

- **website:** palmcoasttours.com
- **ticket cost:** \$35/person (\$32/person if paying cash)
- **duration and experience:** 90 minutes, pontoon eco tours
- **capacity (number of passengers):** 6
- **frequency of operations:** Monday to Sunday 10am and 2:30pm; daily sunset tours at 6:00pm
- **amenities:** covered 20" pontoon boat, complimentary soft drinks and bottled water; includes exclusive discount coupon package for New Bern restaurants and stores; captain talks about area wildlife during cruise

CRYSTAL COAST LADY CRUISES (out of Beaufort)

- **website:** crystalcoastlady.com
- **ticket cost:** \$50/person for fishing ½ day cruise; \$42/person for dinner cruise
- **duration and experience:** 90 minutes, tour of Trent River including natural and historical points of interest
- **capacity (number of passengers):** 265 (100-foot boat)
- **amenities:** full bar, galley, restrooms, fishing capability

DRAGONFLY BOAT TOURS (out of New Bern)

- **website:** dragonflyboattours.com
- **ticket cost:** \$30/person
- **duration and experience:** 90 minutes, tour of Trent River including natural and historical points of interest
- **capacity (number of passengers):** 6
- **frequency of operations:** Friday and Saturday 10am and 2pm, Sunday 2:00pm and 4:00pm
- **amenities:** eco-friendly electric boat, includes commentary on ecology and history by two retired environmental lawyers

LOOKOUT CRUISES (out of Beaufort)

- **website:** lookoutcruises.com
- **ticket cost:** \$80/person for Cape Lookout Cruise, Moonlight Cruise is \$40/person
- **duration and experience:** 6 hours for Cape Lookout Cruise, 90 minutes for Moonlight Cruise
- **capacity (number of passengers):** 38 (45-foot catamaran)
- **frequency of operations:** daily
- **amenities:** restrooms, shower, Cape Lookout Cruise includes catered lunch; Moonlight Cruise includes beverages

CAPE FEAR RIVER BOATS (out of Wilmington)

- **website:** cfrboats.com/cruises
- **ticket cost:** \$50/person
- **duration and experience:** 4-hours, narrated nature cruise
- **capacity (number of passengers):** 48 (35-foot boat)
- **frequency of operations:** Friday and Saturday 10am and 2pm, Sunday 2:00pm and 4:00pm
- **amenities:** covered boat, can bring own food/drinks

SEAVISIONS CHARTERS (out of Beaufort)

- **website:** seavisions.net
- **ticket cost:** \$50/person
- **duration and experience:** 4-hours, Shackleford Banks tour
- **capacity (number of passengers):** 10 (24-foot boat)
- **frequency of operations:** Monday, Wednesday and Friday 10am to 2pm
- **amenities:** can bring own drinks

APPENDIX D: CAPTAIN'S LICENSES

OBTAINING AN OUPV CAPTAIN'S LICENSE (USCG)

To be eligible for the OUPV license, the license applicant must:

- Be at least 18 years of age
- Have 360 days of underway boating experience (90 of these days in the last 3 years)
- Pass a physical
- Pass a drug screen
- Be currently certified in CPR/First Aid
- Have a TWIC card (U.S. government security clearance)
- Successful completion of comprehensive exam at USCG or possess a certificate of completion from a USCS-approved course and exam in lieu of taking the USCG exam

OBTAINING A MASTER LICENSE

The Master license for near-coastal (within 100 miles) requires an additional 360 days of experience, a sailing endorsement, and the operation of a vessel built or conformed to rigid USCG Commercial Vessel Inspection Standards (and inspected as such).

There are a number of USCG approved courses that can prepare a captain for the exam. Sea School offers courses in Morehead City, for example. (See www.seaschool.com/course_details.php?cid=oupv)

APPENDIX E: ABOUT GIRL ON THE ROOF

Girl on the Roof was founded in 2009 by Carol Reeve with the goal of bringing world-class branding and marketing expertise to organizations and communities striving to do good. Today Girl on the Roof exists to amplify the message, exposure, and impact of organizations that aim to better the lives of others through education, arts, economic development, and social responsibility. We do this by crafting shout-worthy messages and effective tools to communicate them. Girl on the Roof relocated its headquarters to Winston-Salem, North Carolina in 2017.

WOMAN-OWNED SMALL BUSINESS

Girl on the Roof has been certified as a Woman Owned Small Business Enterprise (WOSB) by the National Women Business Owners Corporation (NWBOC) and the Tennessee Governor's Office of Diversity Business Enterprise (Go-DBE).



Girl on the Roof has also been certified as a **Historically Underutilized Business (HUB)** by the North Carolina Department of Administration and is recognized as a **Women's Business Enterprise (WBE)** by the City of Winston-Salem.

SAM (SYSTEM FOR AWARD MANAGEMENT)

Girl on the Roof is registered for the U.S. federal government's System for Award Management (SAM), validated with the Internal Revenue Service and the Defense Logistics Agency's Commercial and Government Entity (CAGE) Code System. This annual registration is one of the prerequisites for being eligible for federal government contracts.



GSA (GENERAL SERVICES ADMINISTRATION)

Girl on the Roof is a contract holder with the GSA (General Services Administration).
Contract # GS-10F-100CA.



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